

CHEMIST & DRUGGIST

the newsworthy for pharmacy

July 14, 1990

We're the first to put the freeze on CFCs

New, reformulated Ralgex freeze spray is now 100% free of harmful CFCs making it the only non CFC freeze spray on the market.

Ralgex freeze spray is also the only one to contain a topical analgesic for genuine, longer lasting pain relief; these qualities help to make Ralgex as fast acting and effective as ever in the treatment of muscular pain and sports injuries.



STOCK
AVAILABLE
FROM
23rd JULY

The new packaging communicates the CFC free message that will surely make Ralgex freeze spray the No. 1 choice for your customers – Recommend it to them by name!

Order Ralgex in preference to any other freeze spray.

It's the natural decision.

SB SmithKline Beecham
Health Care No. 1 IN
OTC MEDICINES

**Two more
appeals to
be re-heard**

**Council defines
'dignity' in
advertising**

**Seton seek £8m
in market listing**

**React positively
to skin allergies**

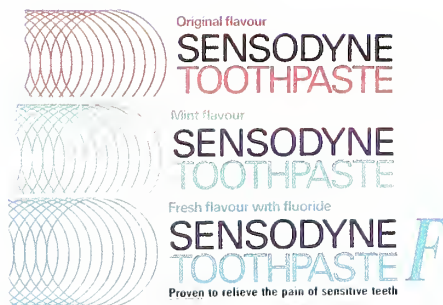
**New computer era
for Sterling reps**

**OTC advertising:
saying nothing to
greater effect?**

£3.5 MILLION
NEW NATIONAL TV CAMPAIGN
STARTS JULY

No 1

DOES IT BETTER



TV is the driving force behind Sensodyne's excellent growth record.

■ Sensodyne is the outright brand leader in the sensitive toothpaste sector.¹

■ Sensodyne is back on air again in July with a national TV campaign, and a great new commercial featuring Sensodyne F.

1. Independent retail audit.

2. Independent data on file. Stafford-Miller 1989.

■ Additionally, 95% of dentists and hygienists recommend Sensodyne.²

■ Research shows that 1 in 3 adults suffers from sensitive teeth, so the market potential is enormous.²

■ Stock all 3 flavours in both sizes, to offer your customers more choice.

Don't miss out! Contact your local wholesaler, or call us direct on 0707 331001.

SENSODYNE
TOOTHPASTE

SENSODYNE ORIGINAL · SENSODYNE MINT · SENSODYNE F

**BRITAIN'S NO. 1 BRAND
FOR SENSITIVE TEETH**

CHEMIST & DRUGGIST

INCORPORATING
RETAIL CHEMIST

Editor: John Skelton, MPS
Deputy Editor: Patrick Grice, MPS
Assistant Editor: Robert Darracott, MPS
Features Editor: Steven Titmarsh, MPS
Contributing Editor: Adrienne de Mont, MPS
Technical Editor: Eileen Wilson, MPS
Business Editor: Zachary Goldring, MSc
Beauty Editor: Carol Henderson MA (Hons)
Reporters: Charlotte Coker, MPS
 Jane Feely, PhD, MPS
Art Editor: Tony Lamb
Price List Controller: Colin Simpson
Advertisement Manager: Frances Shortland
Assistant Advertisement Manager: Doug Mytton
Advertisement Executive: Julian de Bruxelles
Production: Shirley Wilson
Publisher: Ronald Salmon, FPS
Director: Felim O'Brien

**Published Saturdays by Benn
 Retail Publications Ltd,**
 Sovereign Way, Tonbridge, Kent
 TN9 1RW
 Telephone: 0732 364422 **Benn**
 Telex: 95132 Benton G
 Facsimile: 0732 361534

Regional Advertisement Offices:
Manchester (Midland & North):
 Brian Carter (061-881 0112)
**Bristol (West Country & South
 Wales):**
 Henry Harris (0272 564827)

Subscriptions: Home £83 per annum.
 Overseas & Eire £115 per annum including
 postage £11.70 per copy (postage extra).

ABC Member of the Audit
 Bureau of Circulations

IN THIS ISSUE

VOLUME 234 NO 5735

131st YEAR OF PUBLICATION

ISSN 0009-3033

High Court determines two more appeals against minor relocations to be reheard	52
Oldham and Liverpool FPCs concur with ruling	
Boots to write to Society after meeting with Council members	53
Matter to be discussed at next month's Council meeting	
Council gives guidance on "dignified" forms of advertising	54
Sports sponsorship vetoed	
NPA aim for village atmosphere at Chemex	71
Park to announce new PMR labelling system	
Pharmacy update: reacting to skin allergies	72
Take pains over OTC analgesics advice	
A Sterling system...	77
Reps go on the road with a new electronic ordering system	
Cough and cold products survive a mild Winter	78
AGB charts slowing growth in the personal care market	
How to say nothing to greater effect	80
Why are medicine adverts so boring, asks one agency	
Seton go public with £8m market flotation	81
Dealing expected to start on Monday	

REGULARS

Topical reflections	55
Counterpoints	56
Prescription specialties	66
Business news	81
In the City	82
Coming events	82
Classified advertisements	83
About People	86

COMMENT

Last week's imposition by the Department of Health of a pay settlement for English and Welsh pharmacists comes as no surprise. Back in May, when rejecting the derisory 7.5 per cent offer now imposed, PSNC anticipated the DoH's action. PSNC has referred the offer to the Pharmacy Review Panel, and has also asked it to examine the criteria on which current remuneration packages are based. The Panel has yet to acquiesce to PSNC's request; the DoH does not believe the Panel should accept the terms of reference proposed by PSNC although it says it will submit the necessary evidence should the Panel decide to proceed. What next?

Contractors can look forward to a lump sum in October — somehow a wad of cash in hand softens the reality of such a settlement — followed by the application of the 7.5 per cent award and discount clawback at an increased rate. Then the working party on new roles will be set up, though no date has been fixed. It is difficult to imagine that payment criteria for any roles identified as suitable for pharmacist involvement within the NHS will be set in time for next year's pay round. PSNC would do well to note DoH civil servant John Merrill's dig earlier in the year (*C&D* May 5,

p747) that doctors fare better in negotiation about new practices than pharmacists because they set out clear plans for the future, and have clear ideas of what they want, all founded on clear research. And presumably they define the cost benefits for the Exchequer, too. New money for pharmacy will only be forthcoming on such grounds.

For the rest pharmacy must wait on the Panel. It will not report until the year end — just in time, says PSNC chairman David Sharpe, for its deliberations to be included in next year's pay round. Mr Sharpe believes that despite the demise of the cost-plus contract, this year's settlement, well below that awarded to other similar groups, largely ignores the fixed cost business increases contractors are even now paying. Unless the Panel takes up this point and the Government accepts it, then pharmacists can expect to be done down for ever more. Mr Sharpe is confident PSNC's evidence will carry the day, but PSNC also needs to ensure it will be politically unacceptable for the Department to ignore the Panel's findings.

Pharmacists in England and Wales may for sometime pay the penalty of a too successful negotiating team in past years.

Two more relocation appeals to be reviewed

Two more pharmacy contractors are to have appeals against minor relocations by competitors reviewed after a High Court hearing last week.

Appeal panel chairmen of family practitioner committees have been acting outside their powers by sitting alone to decide appeals brought by pharmacists involved in disputes over the location of pharmacies, the High Court heard last Thursday.

Mr Robert Carnwath QC, for two pharmacy companies, told Mr Justice Pill that all over the country some 75 per cent of appeal decisions were being wrongly made by chairmen sitting on their own, rather than as members of a full panel. He said both Oldham and Liverpool FPCs had agreed that decisions in two such cases should now be quashed on the grounds that panel chairmen had exceeded their powers. New hearings were being arranged before full panels.

Agreeing to the move, the judge said the chairmen would have had "a very up-hill task indeed" in justifying what they did if the cases had gone to a full hearing. Mr Carnwath said FPCs had a statutory duty, normally delegated to a pharmaceutical practices subcommittee, to draw up lists of pharmacies allowed to provide NHS pharmaceutical services in their areas and to consider the inclusion of new or alternative premises.

Right of appeal

Pharmacists dissatisfied with their decisions had a right of appeal. There was some incentive for chairman to make personal decisions as it was quicker than following the proper procedure of referring appeals to full panels. Mr Carnwath conceded that chairmen were allowed to "strike out" appeals brought on grounds which were unreasonable, frivolous or vexatious.

But, under the NHS (General Medical and Pharmaceutical Services) Regulations 1974, if appeals were reasonably brought the general merits of the case should be heard by a full panel.

The two contractors who have won fresh appeals are Williams Chemists Ltd, of St Mary's Pharmacy, Horsedog Street, Oldham, and Houghton & Lappin Ltd, of 14 St Oswalds Street, Liverpool 13.

Williams Chemists appealed against a refusal by Oldham FPC in January to allow it to open an "in-house" pharmacy at the new health centre at the junction of Vineyard Street and Lees Road, Oldham. The company, which had gained the support of the three doctors based at the centre, argued that patients would no longer have to walk along busy main roads to the nearest other pharmacies.

It claimed the FPC had refused to disclose copies of representations made by objectors. But the FPC chairman dismissed its appeal in January.

Houghton & Lappin appealed against Liverpool FPC's decision to allow another company, Lloyds Chemists Retail (Northern) Ltd, to move its business across a busy dual carriageway from 13 to 28 St Oswalds Street, Old Swan, Liverpool.

The main ground of appeal was that Lloyds would be serving a different population catchment area and causing difficulties for

customers, contrary to Health Department guidelines on allowable minor relocations. The appeal was dismissed in May. The FPC said this week it expected the appeal to be heard in a fortnight or so.

Mr Carnwath said the two FPCs had agreed to meet the legal costs of both appellant chemists.

Earlier this year, the Department of Health reviewed the guidance to FPCs on the procedures to be adopted by appeal panels. The new guidance is based more closely on the principles of natural justice: the main change is that appeal panels should re-hear cases rather than just review earlier decisions.

In another recent case (*C&D* June 30) a Rotherham contractor challenged the decision of the appeal panel, by way of judicial review on the basis that the appeal should be reheard under the new Departmental guidance. The FPC accepted the argument and agreed to the quashing of the appeal panel decision.

Pharmacist on trial

Pharmacist Ketan Patel, of 75 Cranleigh Drive, Ilford, has been sent for trial at Southwark Crown Court on bail from Thames Magistrates Court.

He faces three charges of falsifying documents, eleven charges of falsifying accounting documents and four charges under the Medicines Act of selling medicines not according to the prescription.

Charges against his younger brother, pharmacy assistant Bhavin Patel, of 721 The High Road, Seven Kings, Ilford, have been dropped. He had been accused of conspiring to defraud the NHS.

Ketan Patel was ordered to provide sureties of £10,000 with conditions of residence, surrender of passport and is prohibited from applying for travel documents.

Walthamstow doctor, Abdul Khalid, of 23a Grove Park, Wanstead, has also been sent for trial at Southwark, on bail and under home and travel restrictions. He is accused of frauds worth more than £500,000 by allegedly making out false prescriptions and obtaining four building society mortgages by deception.

ASA questions 'advice bureaux'

The Advertising Standards Authority has warned advertisers about glossing over their commercial status and implying that they offer advice rather than sell products.

According to their case report 183, some advertising copy incorrectly contains terms such as "advice bureau" and "consultancy". When these terms are used purely as a means of securing a retail sale then the advertisement falls foul of the advertising Code. This states that the way in which an advertiser is named "should not be such as to cause confusion about his identity or mislead as to his status".

While advertisers may state they are members of a trade or professional body, "name dropping" or implied official approval should be avoided unless substantiated.

Park finish Boots project

Park Systems have just completed a special PMR software project for Boots.

The company was chosen in August 1989 by Boots to produce a pilot PMR program. Their existing software was rewritten to run under the control of the operating system on the IBM hardware used in Boots stores. The final package is currently being delivered and will be

installed in Boots pharmacies nationwide.

Park are assisting in the training of Boots own software team who will take over the maintenance and further development of the program. Park's software department has expanded into the largest specialist pharmacy team in the country, claims managing director Mike Sprince.

Corwin controversy continues

The use of ICI's partial selective beta agonist Corwin (xamoterol) cannot be recommended even in mild heart failure, says the *Drug & Therapeutics Bulletin*.

In a review of the drug's pharmacology and problems the *Bulletin* states that confusion might have been avoided if it had been made clear at the drug's launch that it has a high degree of

intrinsic sympathomimetic activity.

In patients with severe cardiac failure, the beta-blocking effect can make the condition worse, says the *Bulletin*.

These effects make it a difficult drug to use safely even in mild heart failure, since checks prior to therapy and regular follow ups are necessary to ensure that the underlying disease has not progressed to a stage "where the drug does more harm than good".

An editorial in last week's *Lancet* says that precautions on prescribing in mild heart failure could be more widely applied. Patients need to be assessed individually.



"Cashing in on passing trade again, are we, Mr B?"

NEWS BRIEFS

C&D Price Service: Seton Products would like to inform their customers that they implemented a price increase across their product range with effect from June 1.

The number of premises on the Royal Pharmaceutical Society's Register, helped by a batch of restorations, increased by 19 in June to 11,654. All areas showed a net increase. In England (excluding London) there were 12 additions, six restorations and five deletions. In Scotland there were three additions, in Wales three additions and one deletion, and in London two additions and one deletion.

Phobias leaflet: the Royal College of Psychiatrists has launched a new leaflet designed to help sufferers of anxiety and phobias. Symptoms, self-help methods and treatments are described. Pharmacists can obtain copies of the leaflet and dispenser, by writing to PO Box 19, Basingstoke, Hants RG26 5BR.

The Department of Health has agreed to fund two medical audit units, one each at the Royal College of Physicians and the Royal College of Surgeons. Both units will have broadly similar terms of reference: to set standards of quality of care; to devise methods of audit to be used in different health districts; to devise and evaluate ways of measuring the success of different treatments, and to explore the best ways of changing professional behaviour and take into account the result of audit. In addition, the Royal College of Surgeons will employ a behavioural scientist to look at changes in practice following the introduction of medical audit.

The Vitamin Information Service has produced a pharmacy leaflet for customers trying to lose weight. "A slimmers guide to vitamin values in food" shows the levels of vitamins A, B1, B2, C, and niacin in a variety of foods, alongside their calorific values. Copies can be obtained from The Vitamin Information Service, PO Box 437, London SW1X 7ND. Tel: 071-225 1995.

Professionally trained nutritionists are to obtain official recognition from the Institute of Biology. The Register of Accredited Nutritionists will list individuals who have at least one degree in nutritional sciences, a minimum of three years professional experience and current active involvement in nutrition matters. The first issue will be produced in 1991.

The number of GPs in England and Wales increased by 21 per cent to 26,921 between 1978 and 1988. The average list size fell from 2,322 to 1,990 patients in the same period.

Electronic script on test

A computerised prescribing system which automatically warns doctors of interactions, contraindications and dosages is being tested by a selection of GPs.

Developed by Exeter Database Systems, the IBM compatible software has a screen design which looks like a prescription pad with windows in which warnings are flashed.

A patient's profile is entered into the computer, eg asthmatic, diabetic, and the system automatically checks the contraindications of any prescribed drug for that condition. The computer also checks for interactions which are given a severity rating on a scale on 1-4. The doctor has access to a screen giving shortened data sheet information.

According to Marilyn Ramsden at Exeter Database Systems, the company is currently negotiating to marketing the system.

16pc of labels incomplete

Some 16 per cent of dispensed medicines did not carry all the cautionary and advisory labels recommended in the British National Formulary, according to the annual report of the Scottish Drug Testing Scheme.

Of the 689 samples tested 68 per cent were supplied in reclosable child resistant containers, 23 per cent in original packs and 5 per cent in strip packs. Only one medicine was found to be incorrectly supplied by the contractor. Other findings included: one sample which did not carry the words "keep out of reach of children" and one with no date.

Society meets Boots over homes but...

The Royal Pharmaceutical Society is releasing little detailed information about the meeting between its representatives and those from Boots over the company's approach to dispensing for residential homes.

Last week, the Society's Ethics Committee received a report of the meeting, at which the Society's representatives had "expressed the Council's concern at the promotion of Boots controlled dosage system in

residential homes".

According to the Society, the Boots representatives had "noted the concerns and agreed that a letter would be sent in response as soon as possible". The matter is to be reconsidered in the light of the response from the company.

The Society's deputy secretary Raymond Dickinson told *C&D*: "It would be counterproductive to give any more information before we have heard back from Boots."

Insulin technique questioned

There is increasing evidence that injecting insulin perpendicular to the skin surface may not be ideal and may impede the control of blood glucose.

Researchers writing in the *British Medical Journal* explain that computed tomography in non-obese patients has shown subcutaneous fat layers in the thigh and abdomen may often be less than 10mm thick, suggesting some patients are giving themselves intra-muscular

injections.

Other studies suggest absorption of soluble insulin from IM sites to be 50 per cent greater than from SC sites.

The researchers recommend that, for overnight basal insulin levels, an extended acting insulin be injected at an angle into a raised skin fold, for which 12-13mm needles would be acceptable. For shorter acting insulins, the same procedure may be wise, or 3-5mm needles provided.

Pharmacists 'satisfactory'

Early results from a Government funded survey show pharmacists are providing a satisfactory service in their traditional role of dispensing prescriptions. Consumers also recognise the pharmacist's wider knowledge of drugs, their expertise in advising on OTC sales and in giving advice on everyday ailments.

The Department of Health funded survey is checking consumer reaction in special

interest groups in the West Midlands region.

However, when the more specific needs of people with chronic health conditions are considered, pharmacists are not seen to be particularly well informed.

Consumer Expectations of the Community Pharmacist by the Pharmacy Practice Research Unit at Aston University and Midland Environment Ltd.

Council airs views on advertising services

Council accepted recommendations of the Ethics Committee that objection should be made to proposed advertising on sports equipment or clothing.

In one case a pharmacist wished to advertise her pharmacy on ladies' netball "bibbs". In another, a pharmacist wished to display his pharmacy's name on the sail of a training boat he was to sponsor. In the third case, a pharmacist had asked whether she might advertise in a squash court and on sports shirts used by children at a local sports centre.

In each case, it was considered that the method of advertising was not dignified.

But Council decided that no objection should be made to a pharmacist's method of promoting his collection and delivery service direct to wardens of residential homes.

A complaint had been made to the Society that a warden had received in her wage packet a letter from the pharmacist on the availability of his service, stating that any residents who wished to use it should telephone him whenever they had a prescription. It was understood that similar letters had been placed in the wage packets of other wardens.

The Ethics Committee considered that although the means of transmission was *via* the local council rather than through the post, the route chosen was not materially different from the sending of individual letters to wardens.

And there was no objection to a pharmacist advertising a collection and delivery service by distributing leaflets within a dispensing doctor area. The complaint came from a local medical committee and claimed that such publicity infringed the rights of the dispensing doctors.

Medicines promotion objection Council is to write to a pharmaceutical company informing it that a promotion in which the sale of medicinal products led to donations by the company to a charity conflicted with the Society's policy on promotion of medicines.

A letter had already been sent to the company pointing out that Council had vetoed a number of similar proposals in the past year or two, because it interpreted paragraph 1.8 of the Code of Ethics as meaning that pharmacists should not participate in any promotional scheme which "involves benefit to a charity consequent upon the purchase of

a medicine".

Pharmacists are to be advised not to participate in any similar schemes in future.

Breaching confidences Council is to write to the Department of Health seeking an assurance that a refusal to disclose confidential information would not prejudice any party involved in a hearing on control of entry to National Health Service pharmaceutical lists.

It was reported to the Practice Committee that a letter on the disclosure of confidential information had recently been sent to a FPC general managers by the Department of Health. It said that it was common practice to give a pharmacy practice subcommittee or an appeal panel figures relating to turnover or NHS income for neighbouring pharmacies, and natural justice required that parties to the proceedings should have an opportunity to comment.

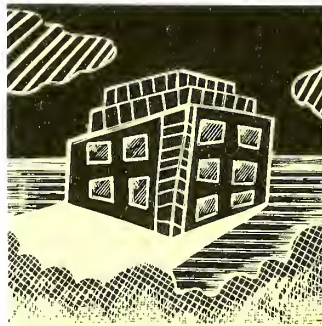
The letter said that FPCs should identify in advance those pharmacies whose businesses might be affected if the application were allowed. They should then be contacted and asked whether they wished details of their turnover and earnings to be placed before the PPSC. No information would be disclosed without the consent.

The Practice Committee, while expressing some disquiet over the letter, accepted that there was little alternative to the arrangements. However, assurance is to be sought from the Department that failure to give authority for confidential information to be circulated would not prejudice the person withholding information.

Lack of "qualified person" Council is to write to the Department of Health expressing concern at a European Commission's decision not to accept proposals that every wholesaler should have a pharmacist as a "qualified person" and that pharmacists should be responsible for the final text of advertising and promotional literature.

Secretary and registrar John Ferguson said that the Commission's attitude seemed to be that, provided there was no interference with the movement of goods, people or capital, matters should be left to national legislation.

Pharmacy layout Applications for approval of community pharmacy premises for preregistration experience should in future include layout plans of the



Some clarification of what the Royal Pharmaceutical Society regards as acceptable under the new advertising guidelines was given at this month's Council meeting.

pharmacy health care service area in addition to a plan of the dispensary area.

Social Service in pharmacy course Council agreed that all undergraduate pharmacy degree courses should include teaching in the social science aspects of pharmacy. Schools of pharmacy would be required to expedite its inclusion so that the effect would be discernible within three years.

On communication skills, Council agreed to regard the teaching of such skills as essential in the undergraduate course but additional to any time allocated for social science teaching.

Preregistration employment Discussions with the major employers are to be held following reports of recruitment problems. Students are reporting pressure from some employers to accept posts immediately, while employers were facing difficulties as a result of students accepting posts but later withdrawing.

The hospital clearing house would try to arrange for interviews to be held in November, subject to the co-operation of RHAs and schools of pharmacy.

No split pre-registration year yet Council accepted that for the time being it was impracticable to introduce

split pre-registration year.

For practical reasons the split year had been rejected virtually unanimously by employers in the community sector and by many employers in the hospital sector.

Council agreed that preparation should be made for a training programme on the basis that graduates would for the time being predominantly complete one-year periods of pre-registration experience in either community or hospital practice.

Qualified persons register Council approved a proposal for the publication, with the Royal Society of Chemistry and the Institute of Biology, of a joint register of qualified persons in the pharmaceutical industry.

Branch survey on medicines disposal Council agreed to undertake a survey of the Society's branches to discover the methods used for the disposal of unwanted medicines and the extent of any problems experienced. It also agreed that the Society should repeat the representations already made to the Department of the Environment, in view of the current progress through Parliament of the Environment Protection Bill.

Labelling changes Council agreed to ask the Joint Formulary Committee to consider proposed changes to the wording of the British National Formulary's recommended cautionary and advisory warnings for dispensed medicines. Council also agreed to tell computer suppliers and computer label manufacturers about the changes.

Drug abuse role Council approved a draft document — "The pharmacist's contribution to the management of substance misuse" — and agreed it should be sent to the Royal College of Psychiatrists to obtain the College's support for the inclusion of pharmacists on drug advisory groups and committees. Provided it was acceptable to the College, it would be promoted through the College bulletin.

Membership cards The Law Committee resolved that the Society's membership cards should continue to be issued in their present form.

Dentists accept contract

The British Dental Association agreed this week to accept a new contract even though 62 per cent of members voted against it.

In a referendum of Britain's 18,000 dentists, only 38 per cent of the 81 per cent turnout were in favour of the new contract. But the BDA warned that the Government might impose a more unattractive version. Some dentists were unhappy about the

level of remuneration.

The new contract encourages preventative care rather than invasive treatment. Dentists will be paid partly on a capitation basis, for children, and will get a retainer for adults.

The General Dental Practitioners' Association, which represents some 3,000 dentists, has consistently opposed the new contract.

Nicorette to become P?

Proposals to take Nicorette 2mg chewing gum off the Prescription Only Medicine list are being circulated for comment by the Medicines Control Agency. If there is a favourable response the change could be made before the end of the year, says the Agency.

It is proposed that the 4mg strength gum would remain POM but that there would be a name change to differentiate between the two products.

Other proposed changes to the Medicines (Products other than Veterinary Drugs) (Prescription Only) Order 1983 include one to increase the maximum oral dose of hyoscine butylbromide to 20mg and the maximum daily dose to 80mg. The section listing OTC hydrocortisone products is to be updated to include some recently licensed products.

Comments on all the MCA's proposals must be sent by September 14 to Frances Millichip, Room 1320, Medicines Control Agency, Department of Health, Market Towers, 1 Nine Elms Lane, London SW8 5NQ.

Sawtry move blocked

Sawtry pharmacist Mr B. Lakhani will have to wait until the second judicial review sought by dispensing GPs in his village has been heard before there is any prospect of his being able to dispense for patients within a mile of his pharmacy.

The transfer of patients to the prescribing lists was due to take place on July 10 (*C&D* last week) but, acting on the instructions of the Department of Health, Cambridgeshire FPC postponed the transfer pending the review's outcome.

Mr Lakhani's attempt on Monday to get a High Court order preventing the FPC's instruction being carried out was not successful. Mr Justice Kennedy took the view that while appreciating the reason behind the application he felt that the patients involved should be confused as little as possible. With the judicial review outstanding there was a possibility they could move back to the dispensing list.

However, the judicial review is to be expedited to the Autumn, and it is understood will be considered with another case where a similar point of principle is at stake.

TOPICAL REFLECTIONS

by Xrayner

Price point

In my two-bits backwoods town I had not, until this week, heard of Cacit effervescent calcium carbonate tablets. A script then arrived and I had to order them. What immediately struck me was the price! One tablet provides 500mg of elemental calcium, but at £19.64 for 76 tablets this is over *three* times the price of Sandocal which provides 400mg of calcium.

Also, why 76 tablets?

There must be some mystical reason for such a quantity, but at one tablet daily I cannot for the life of me work it out. This is a new product, so where is the original pack logic?

Abusing script figure data

In February I expressed concern at the consequences of prescription numbers becoming widely known from figures supplied to pharmacy practice subcommittees by their FPCs. At the time PSNC secretary Steve Axon stated that in the Committee's opinion the supply of actual prescription numbers was no more necessary than doctor's list sizes, but in view of the concern expressed he would be writing to the Department requesting that FPCs should only give a general indication of the total prescriptions issued within a locality, and not the actual numbers dispensed by individual pharmacists.

Last week the NPA repeated my concern and stated that leapfrogging has occurred as a result of the dissemination of prescription data to interested parties. Some FPCs are still supplying prescription numbers to their PPSCs, and inevitably these can become widely known. PSNC must make immediate representation to the Department that guidance to PPSCs *must* preclude accurate individual figures!



Pagan rights?

Pagan perfume has always been a very steady seller, so when the Yardley fragrance rep recently paid me a visit I ordered across the range. "Sorry," came the reply, "we can only supply pre-sell promotional packs, all standard packs have been discontinued." The explanation is that Pagan is a slow seller, and it is only economic for Yardley to supply on a pre-sell basis of a predetermined packaging run, keeping no

standard stock for repeat orders.

I wish I could run my pharmacy like that, then I wouldn't have to keep any stock at all! My customers, however, expect me to carry a comprehensive range of the products I stock, so if Yardley are unable to supply, on demand, a product range as small as Pagan, then they ought to pass it on to a manufacturer who can. With 20 other fragrances listed I am sure they won't miss it!

Daylight robbery

As predicted by PSNC the Government has now imposed its final offer of a 7.5 per cent increase on its version of the 1989 base line global sum. The Department is either unaware of the increasing costs in the real world or is pursuing a cynically deliberate policy of reducing the number of community pharmacies by financial attrition of the weakest.

The appeal by PSNC to the Panel will take months and even then the recommendations are neither guaranteed nor binding on the Government. Meanwhile, my costs continue to rise, and whether or not the 7.5 per cent is real, as Kenneth Clarke insists, or illusory as PSNC maintains, the bills still have to be paid and I *can* guarantee that staff, rent and rates have all risen by substantially more than 7.5 per cent! If my scripts remain stable I will be financially worse off, however efficient I am. This is not "productivity" — it's daylight robbery!

COUNTERPOINTS

New look animals from Kent

Kent Pharmaceuticals are offering their menagerie of animal "floaters" nailbrushes in new display packs.

Made with pure bristle, the nailbrushes are available in a choice of blue whale, yellow duck, green frog, pink pig and black and white penguin.

The brushes, complete with new packaging, will retail at around £1.85, says the company, which claims that the packaging now makes the brushes easier to identify in store. *G.B. Kent & Sons Plc. Tel: 0442 51531.*



Sterling Health's new merchandiser for larger sizes of Hedex holds six packs of 40 and three of 72, both pharmacy only sizes. The clear plastic units will be available from representatives until August. Sterling Health. Tel: 0483 65599

Liquid Crystal Devices have launched three new thermometers: baby bottle, baby bath, and digital forehead. The two baby products indicate safe temperatures by flashing up "ready" and "just right", or warning when "too hot". The forehead thermometer gives a reading in 20 seconds, measuring from 35-40C, and comes cased with instructions. Details and prices are available from *LCD Ltd. Tel: 081-864 6669.*

Ralgex Freeze spray now comes CFC-free



Ralgex Freeze spray is now available as a CFC-free aerosol, a move which Smithkline Beecham

Health Care are describing as "a major technological breakthrough".

Until now all freeze sprays have contained CFCs as an integral part of the formulation. The new Ralgex Freeze spray is based on a non-CFC propellant refrigerant mixture of methoxy-methane and isopentane combined with the locally acting analgesic, glycol monosalicylate. SB say that objective and subjective studies show that the degree of cooling matches that of the previous formula.

To support the launch of CFC-free Ralgex Freeze spray, SB are planning a £250,000 educational campaign directed at women's Press and the sporting media.

The new cans will carry the "CFC FREE" message in a flash on the cap. *Smithkline Beecham Health Care UK. Tel: 081-560 5151.*

AAH magnify Home Health

AAH Pharmaceuticals have introduced two magnifiers to their Home Health product portfolio.

The pocket magnifier is compact in design and manufactured from durable, rigid plastic with rule markings, say AAH. It comes with a protective plastic sleeve. The new sheet magnifier has been designed to help with large areas of print, such as in newspapers and magazines.

AAH have also added a Derwent gyro transfer disc and toothpaste tube squeezer to the Home Health catalogue.

The transfer disc allows movement with minimum effort and maximum safety for the elderly and infirm, from a wheelchair to a bed or toilet, etc with the help of an attendant.

The device comprises two discs which turn on a brass-nylon bearing providing a non-slip, smooth turning motion and eliminating, dangerous, jerky movements, adds the company.

The toothpaste tube squeezer can be used with one hand for people with a limited grip as only slight pressure is needed.

The company has also come up with the Dressing Stick.

This device is said to provide "extension of reach and additional grip" to help combat dressing problems presented by "difficult" garments.

The stick is made from lacquered hardwood with a rubber grip on one hand and a hook on the other. It can be used to either push or pull a garment into place. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

The London Herb & Spice Company are launching a national poster campaign to support Sorelle. Posters measuring 20ft by 10ft will be situated next to retail outlets throughout the country to promote the drink, say *The London Herb & Spice Company Ltd. Tel: 081-680 8337.*

New packs for Dietade foods

Dietade Foods are phasing in new packaging for their range of diabetic diet and weight control products, starting with sugar-free canned fruits in water.

The new look heralds the start of a marketing campaign this Autumn, says the company. They are also launching Applefords natural fruit jams which contain no sucrose, and come in 300g jars in apricot, blackcurrant, raspberry, strawberry, and orange marmalade. *Dietade Foods. Tel: 0584 810366.*



Crookes have produced a booklet for pharmacy assistants, on the treatment of general dry skin, baby skin problems, eczema, dermatitis, psoriasis, and the effects of the sun on the skin. Data Sheets for the E45 range are inserted at the back of the booklet. Copies are available from "A guide to common dry skin disorders", PO Box 12, Leen Gate, Nottingham, NG2 3AA. Crookes Healthcare Ltd. Tel: 0602 507431.

Micalax: Evans Medical will be responsible for the marketing of Micalax micro-enema from July 16. The trade price has been reduced to £5.43 for outers of 12 and £45.24 for outers of 100. *Evans Medical Ltd. Tel: 0403 41400.*

clear Creme Rinse Prescribing Information

Presentation Each 59ml bottle of Lyclear contains 1% w/w permethrin plus 20% w/w isopropanol in a creme-rinse base. **Uses** For the treatment of head louse (*Pediculus humanus* pitus) infections. **Dosage and Administration** Adults and children over 2 years. Shampoo hair as normal, rinse, and towel dry. Shake the bottle thoroughly and apply enough Lyclear to saturate the hair and scalp. Leave on the hair for 10 minutes, then rinse thoroughly with water, and dry in the usual way. **Contra-indications, warnings, etc.** *Contra-indications:* hypersensitivity to permethrins, other synthetic pyrethroids, pyrethrins or chrysanthemins. **Precautions:** For external use only. Wear gloves for multiple applications. Only use in children under 2 years under medical supervision. Use in pregnancy only if potential benefit outweighs the possibility of unknown risks. **Side- and adverse effects:** Adverse reactions are infrequent, mild and transitory, and are usually also symptoms of head louse infection. **Basic NHS Cost:** £1.68. **Legal Category:** [P]. Further information available on request. **The Wellcome Foundation Ltd., Crewe, Cheshire CW1 1UB.** Lyclear is a Trade mark.

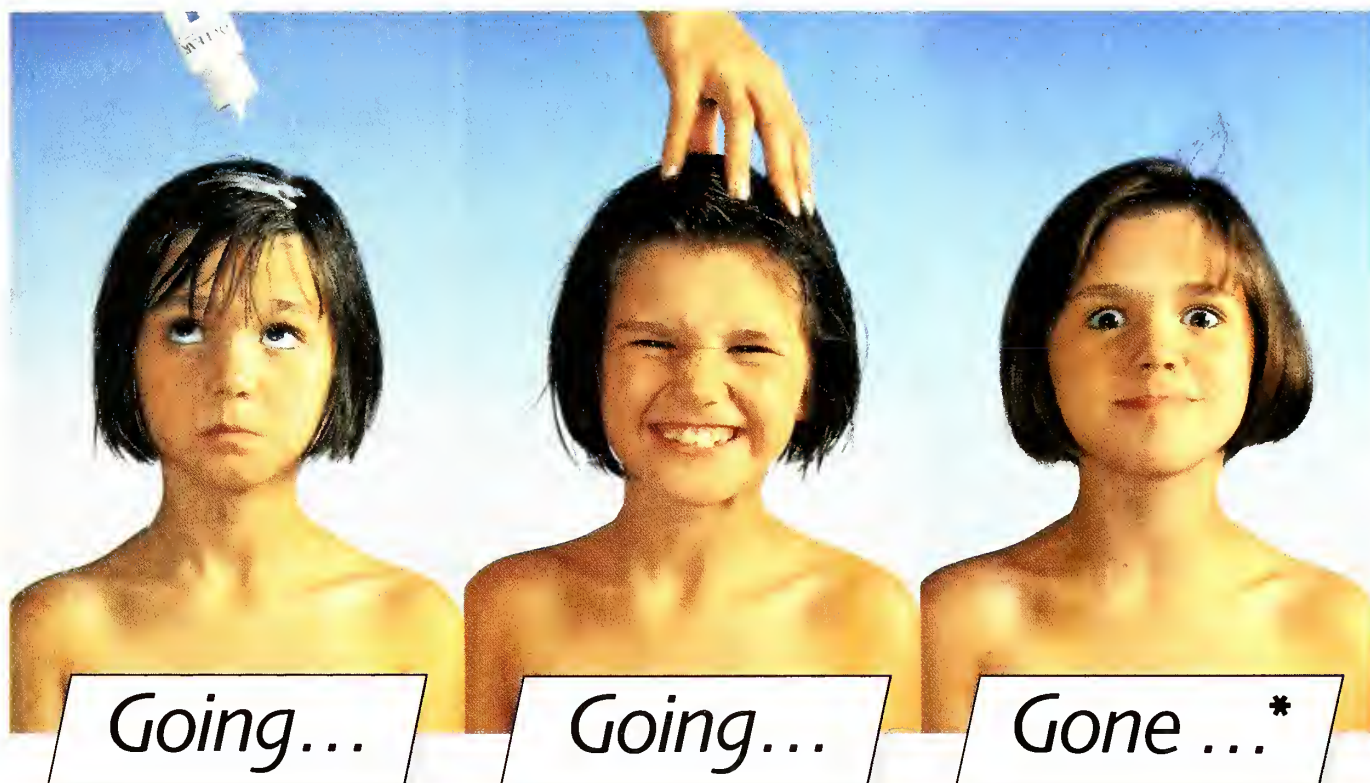


Wellcome

LYCLEAR

Permethrin

A single 10-minute treatment for head lice.



*99% overall cure rate after one week.

Eradicating head lice hasn't always been easy or pleasant. But now Wellcome presents a new pediculicide. It's called Lyclear.

Based on the tried-and-tested permethrin compound, new Lyclear is highly effective as a single application creme rinse, and used as easily as a normal hair conditioner.

In fact, just one ten minute Lyclear treatment is sufficient to kill lice and eggs, with the comparative effectiveness of either a 2 or 12 hour malathion application. What's more, Lyclear's strong residual capacity can protect against reinfestation for as long as 6 weeks after use.

Although highly effective, Lyclear has a

pleasant smell, is unlikely to cause eye irritation, has low potential for toxicity or allergic reactions, and being biodegradable is environment and user friendly.

With its recognised cosmetic advantages together with its proven clinical potency, Lyclear is an ideal head lice treatment for every member of the family.

Lyclear is a head lice treatment you can confidently recommend to be quick, effective, and pleasant to use.

NEW
LYCLEAR
C r e m e R i n s e

Kills head lice in just one 10-minute application.

Setlers Tums in orange only variant

Smithkline Beecham Health Care are introducing an orange flavoured variant to their indigestion remedy Setlers Tums.

Tums were introduced three years ago as a combination pack of orange, lemon and cherry flavours, and have a market share of 12.5 per cent, according to the company.

The orange only variant will offer consumers a single flavour option, say SB, whose research has highlighted that orange is the most popular flavour in the assorted pack.



Setlers Tums orange will be available in a 75 tablet jar (£1.65) packaged in contrasting colours to the existing range for good visual impact on the shelf, say SB.

A new £1.5m national television advertising campaign is planned to support the brand and will run during August and September. Smithkline Beecham Health Care UK. Tel: 081-560 5151.



Dendron distribute Mark & Chappell

Dendron Ltd are distributing the Mark & Chappell range of pet products through pharmacies. The range has previously been available only to Boots and pet shops.

Protect-um, the fastest growing product in the range, is a natural flea repellent which is added to the pet's food and contains dark brewer's yeast, bone phosphate, zinc amino acid chelate, garlic, hops, rice bran, dicated liver, eggshell calcium, dried whole egg, methionine, thiamine, niacin and riboflavin. This combination of nutrients is said to make the pet inhospitable to insects and to give the animal a more acceptable odour for indoor life (£5.99).

Serene-um contains zinc citrate, sodium selenate, l-tryptophan and other amino acids which are claimed to be useful in preventing travel sickness and in helping to relax hyperactive dogs

or cats (30 £2.95).

Defurr-um is a jelly formula for eliminating and preventing furballs in cats and kittens. The ingredients include malt syrup, lecithin, white petroleum, vitamin E and cod liver oil (70g £2.59).

Trainum has the smell of a sex hormone that attracts dogs and is used as an aid to house training. Being oil-based it can be used outside as it is not washed away by rain (60ml £4.25).

Klens-um is an insecticidal conditioning shampoo containing a broad spectrum insecticide (150ml £2.25), while Kalsi-um is a bone substitute for cats, dogs, puppies and kittens (60 £2.25).

The range is being advertised year-round in *Readers Digest*, *Good Housekeeping*, *Homes and Gardens*, *Woman and Home*, *Woman*, *Woman's Own*, *Woman's Realm*, *Woman's Weekly* and *Hello*. Dendron Ltd. Tel: 0923 229251.

Elida Gibbs are promoting Ponds Cocoa butter with the offer of a holiday in Tahiti. Packs of 200ml and 300ml carry details. Elida Gibbs Ltd. Tel: 071-486 1200.

Script writer competition for assistants

Pharmacy assistants are being invited by Janssen to enter a commercial television scriptwriter competition, with the first prize a long weekend in Cannes. There are 30 runner-up prizes of 'Director' chairs.

Entrants are asked to look at eight sequence pictures depicting a diarrhoea-stricken holidaymaker on a mediterranean beach and write the words for a short commercial, explaining what is happening and why Arret provides the answer to the problem. Janssen Pharmaceutical Ltd. Tel: 0235 772 966.

Mary Quant brings back the mini

The entire Mary Quant range has been redesigned, reduced in price and repackaged into smaller, units, although all contents, except the nail enamel, remain the same.

The Mary Quant range will appear without cartons, which Max Factor say "was simply discarded by consumers".

Tubes have become "tootles", a combination of a tube and bottle, lipsticks are in a "rounded square" shape, while eyeshadows have "windows" to allow consumers to view the colours they are buying. The entire range is now only available by self selection.

The re-designed products are described as an affordable range of fun, up-to-the-minute cosmetics and fragrances, and will retail between £1.55 and £1.95 for cosmetics and £2.95 to £7.95 for fragrances. Max Factor Ltd. Tel: 0202 524141.

Lovely lips from Clarins

Clarins have introduced the lip beauty multi-treatment (£6), a lip treatment product in stick form.

The product is said to be suitable for dry or chapped lips and can also be used on a daily basis as a preventative measure against these conditions.

The lip treatment comes in a 4.5g twist-up stick and will be available from September. Clarins (UK) Ltd. Tel: 071-629 2979.

Eternity for the body

Calvin Klein have introduced the Eternity luxury body collection — seven scented lines impregnated with the Eternity fragrance.

The range comprises: body cream (150ml £38.50); body powder (150g £30); body lotion (200ml £30); bath and shower gel (200ml £20); bath soap (three £25); shampoo (200ml £8); and conditioner (200ml £8).

The collection comes packaged in the brands traditional white and silver colours. Calvin Klein Cosmetics Corporation. Tel: 071-629 9643.

For all scaly scalp conditions

- ✓ A lightly fragranced formula with the strength of coal tar.
- ✓ Does not stain the skin, clothes or bath.
- ✓ Leaves the hair shiny and easy to manage.

ALPHOSYL
SHAMPOO

The effective scalp treatment in a cosmetic shampoo.



This will turn the babyfood market upside down.



New Cow & Gate Olvarit baby meals.

The most exciting thing that's happened to the baby meals market for a long time. Cow & Gate Olvarit is all set to expand the baby meals market dramatically. They have a home-made taste. And a home-made texture.

Cow & Gate Olvarit baby meals are being

launched with a massive TV and press advertising campaign with a total spend of over £1,500,000 in the next six months.

While we're turning the market upside down, you'll be turning over even more profit. For more details phone 0225-768381.

**Cow
& Gate**
The Babyfeeding Specialists



Pictured above is the new range of Conotrane cream with new look packaging in white with bright green and blue stripes (Counterpoints last week, p10). Labelled "antiseptic soothing cream — for nappy rash, pressure sores and irritated skin", an additional 100g squeeze pack (£1.65) has been introduced. The 50g tube and 500g tub will soon be available in the new livery. Windsor Pharmaceuticals Ltd. Tel: 0344 484448

Elida Gibbs are supporting Sure with a "Heatwave Handbook" — a guide to surviving the heat. The book contains a 20p off voucher against Sure. Elida Gibbs Ltd. Tel: 071-486 1200.

Nestlé get fit for sport

A range of products aimed at sports enthusiasts of all levels and disciplines has been introduced by Nestlé.

Designed by sports nutritionists, the Nesfit range offers a protein supplement in the bar (£0.45), a carbohydrate-rich "energy" bar (£0.45) and isotonic mineral drinks (250ml can £0.45; 450g powder £3.99).

The crispy cereal and apple bar with milk chocolate provides 200 calories and is fortified with vitamins B1, B2, B6 and C, say Nestlé. The crispy orange and almond protein bar with white chocolate is made from milk and soya protein and contains extra vitamins B1, B6 and C. The mineral drinks are lemon flavoured and contain sodium, potassium, calcium, and other minerals and are isotonic.

Nesfit will be supported by a £500,000 advertising campaign in sports Press from now until November, with strategic popular Press and in a poster campaign in national sports centres. Shelftalkers, posters, and consumer leaflets with holders will be available. Nestlé Health Care. Tel: 081-686 3333.



Présence makes its entrance

Parfums Parquet have introduced Présence, a new fragrance which they describe as a "modern classic".

The perfume combines lily of the valley with rare flowers and spices and comes in a cut crystal art deco style bottle.

Présence is available in a 15ml parfum (£70) as well as; 50ml EDT vaporisateur (£33); 100ml EDT vaporisateur (£39); 50ml EDT vaporisateur (£28); 30ml EDT vaporisateur (£20); EDT (£24); lotion hydratante (£22) and poudre parfumée (£24).

Available from September,

Présence will be supported with a £1.2m television advertising campaign as well as advertisements in the womens Press.

POS includes parfum samplers, parfum miniatures, testers, as well as giant display cartons and carriers for display and consumer purchase.

Consumers are also given a chance to win a holiday in a competition which is advertised at POS and retailers can win a weekend for two in Paris. Parfums Parquet. Tel: 0293 820121.

Lagerfeld goes on film

Lagerfeld Photo is the latest fragrance from Karl Lagerfeld, available from September.

The fragrance begins with a flash of grapefruit and mandarin, developing through jasmine and geranium with a finish of vetiver and patchouli. It is packaged in black-on-black grid marked cartons, bordered by a strip of neon numbers reflecting the focus lense of a camera. A smoked glass

bottle continues the photographic imagery with a matte embossed cap.

The range comprises: EDT (60ml £18.50, 125ml £27.50); EDT spray (60ml £20, 125ml £29.50); aftershave (60ml £15.50, 125ml £23); aftershave gel (100ml £15); bath and shower gel (200ml £15.50) and dry stick antiperspirant (75g £8.50). Parfums Lagerfeld Ltd. Tel: 071-224 1213.

Campaign for Braun

Braun plan to spend £5.3m on their small electrical appliances in the run up to Christmas. The programme will cover national television backed by promotional support, says the company.

Electricals are the third biggest category for gifts at Christmas, say Braun. Despite fears of a mini recession the company expects practical gifts like shavers and hairdryers to be

popular gift items. Braun (UK) Ltd. Tel: 0932 785611.

Janssen have launched a £1m campaign to support Pollon-Eze.

POS material comprises counter top display units, and leaflets explaining hayfever.

Television advertising will run until August. Janssen Pharmaceutical Ltd. Tel: 0235 772966.

SABONA of London

THE ORIGINAL
COPPER RHEUMATISM
BRACELET

(established more
than 30 years)

**GOLD-PLATED
OFFER!**

FREE Gold-plated bracelet
— retail value £23! * — with every
24-pack of copper bracelets

(* 20% of all sales
now gold-plated!)

Offer closes August 4, 1990 —
order today (phone or fax welcome!)

***Excellent mark-up —** silver-plated as well as gold-plated —
trade price (copper) £2.05 — RSP £4.50 elegant presentation cases.

All this PLUS Snooker Star Ray Reardon M.B.E.

"I wear Sabona — and I'm
helping you promote it"

Sabona of London

(Estab. 1960)

LTD

PLEASE NOTE NEW ADDRESS!

4 BLYTHE MEWS, BLYTHE ROAD, LONDON W14 0HW

Telephone: 071-603 0656/8031/9834. Fax: 071-371 2305

She's Graduated!



If Mrs Robinson were putting on her stockings today, she'd probably be wearing Lastosheer Class 1 or 2. Why? Lastosheer is highly effective Graduated Compression Hosiery from the World's largest manufacturer. And, because she cares as every woman does about how she looks and feels, she must have the best looking stockings around. That's why your Mrs Robinson, and the rest of your patients, prefer Lastosheer. Because that's what they are — *sheer*.

She will look good and feel good, and will thank you for supplying Lastosheer by becoming an even more loyal customer.

Lastosheer works for Pharmacists too. Our special deals on stockings, tights and socks mean increased profit for your business. See your Kendall representative for details, or call our Sales Support Line on 0256-53737.

SHEER QUALITY, SHEER PROFIT, SHEER SATISFACTION
... GUARANTEED.

LASTOSHEER
from
KENDALL

The Kendall Company (U.K.) Ltd,
Telford Road, Houndmills,
Basingstoke, Hampshire,
RG21 2XZ.

Lastosheer is a Registered Trade Mark of The Kendall Company





Amplex gets a fresh look for the 1990s

Nicholas Laboratories have relaunched their best selling Amplex range for Summer 1990 with fresh new graphics for all products, and new fragrances and flavours for roll-on anti-perspirant deodorants and mouthwashes. This major initiative, which is the result of extensive consumer research, is designed to further build on the company's already enviable share of the growing deodorant and oral hygiene markets

The Amplex roll-on anti-perspirant deodorant range was relaunched in May, featuring five entirely new variants and bright new packaging communicating the freshness of the product.

The first Amplex roll-on was launched over 25 years ago, and since that time the range has gone from strength to strength to become the best selling roll-on deodorant brand in the UK.

When the range was first conceived, deodorants were an occasional "distress" purchase bought to solve the taboo problem of "B.O." Today, however, the market is

very different. With over 90 per cent penetration for deodorants, consumers see these products as essential items, used as part of an everyday hygiene routine, and are now seeking additional benefits over and above functional attributes, before deciding which brand to purchase.

Research conducted among consumers by Amplex prior to the relaunch showed that brand choice is increasingly based on image, although the reassurance of effectiveness and length of action are still very important. These findings led Nicholas to relaunch the Amplex roll-on range with a

new advertising campaign reflecting the fresh image which will break this Summer.

Deodorants go 'cosmetic'

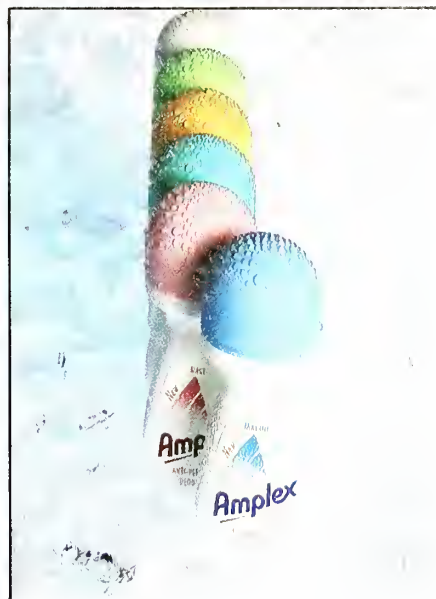
Originally Amplex roll-on was a no-nonsense, unisex product but the increased cosmetic nature of the deodorant market has brought with it a consumer desire for simple, natural fragrances which really portray the freshness of the product. To fulfil this consumer demand Amplex have introduced the new roll-ons with names that reflect freshness and the water based

formulation — Marine (blue), Aqua (turquoise), Mist (pink), Fountain (peach) and Spring (green) plus Fragrance Free.

With this launch Amplex expect to further capitalise on the £27m roll-on deodorant market within which it already boasts a sterling share of 13.2 per cent and a volume share of 15.8 per cent — ahead of its closest rival Sure. The relaunch is also good news for pharmacies who already account for just under 20 per cent of the deodorant market, with almost half stocking the Amplex brand.

In 1989 mouthwashes were the top growth sector in chemist outlets and Amplex intend to capitalise on this growing area with the launch of a new range of mouthwashes.

Pharmacists are well placed to capitalise on the mouthwash sector which is currently worth around £35m and growing at an annual rate of 84 per cent. Within this pharmacies account for almost half of total mouthwash sales and sales of Amplex's new mouthwash



were well above forecast in the first month.

The new range is available in bright packaging with three variants; Apple Mint, a unique flavour which combines the freshness of apples with mint, Cool Mint and Fresh Mint. All variants contain fluoride and were introduced in mid-May in 450ml bottles, with Cool Mint also available in a 600ml container.

Graham Edwards, Amplex product manager at Nicholas, comments:

"Consumer interest in mouthwashes as an important part of the oral hygiene routine is growing phenomenally, partially fuelled by the proliferation of new products which we have seen over the last few months. Competition in this area will be high but with the completely unique flavour we offer and the Amplex brand heritage we expect to secure a sizeable niche for ourselves in this area."

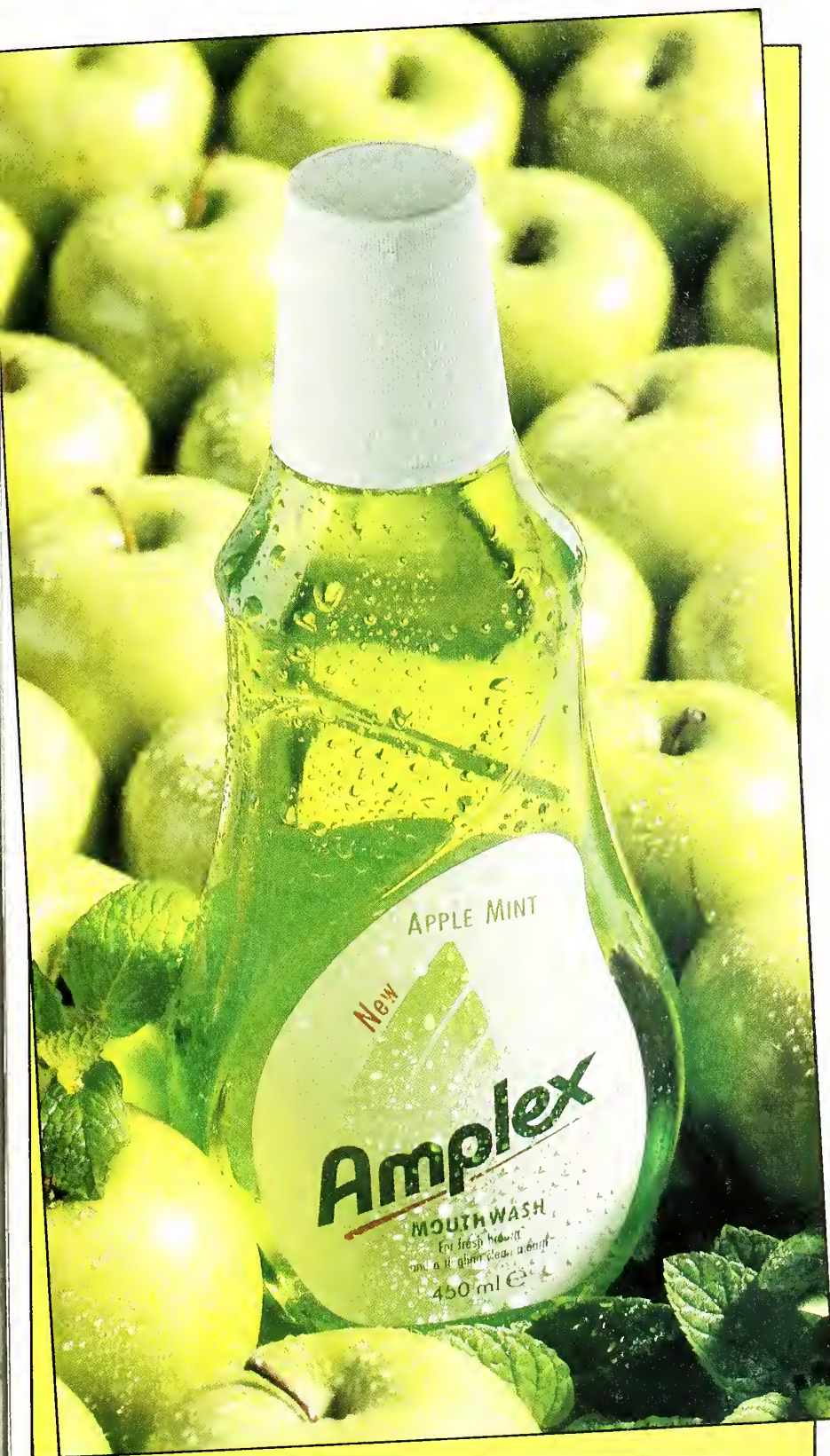
Finally, the Amplex range of mouth fresheners, which includes its unique double-action capsules and fresh mint spray, has also benefitted from new "fresher" packaging in line with the rest of the range.

Amplex capsules already account for over 90 per cent of the tablets/capsules sector within the £6.1m mouth freshener market, but competitor activity in this area is increasing. With this new packaging Amplex are determined to gain an even stronger hold on the relatively underdeveloped mouth freshener market which is currently growing at the rate of 18 per cent per annum.

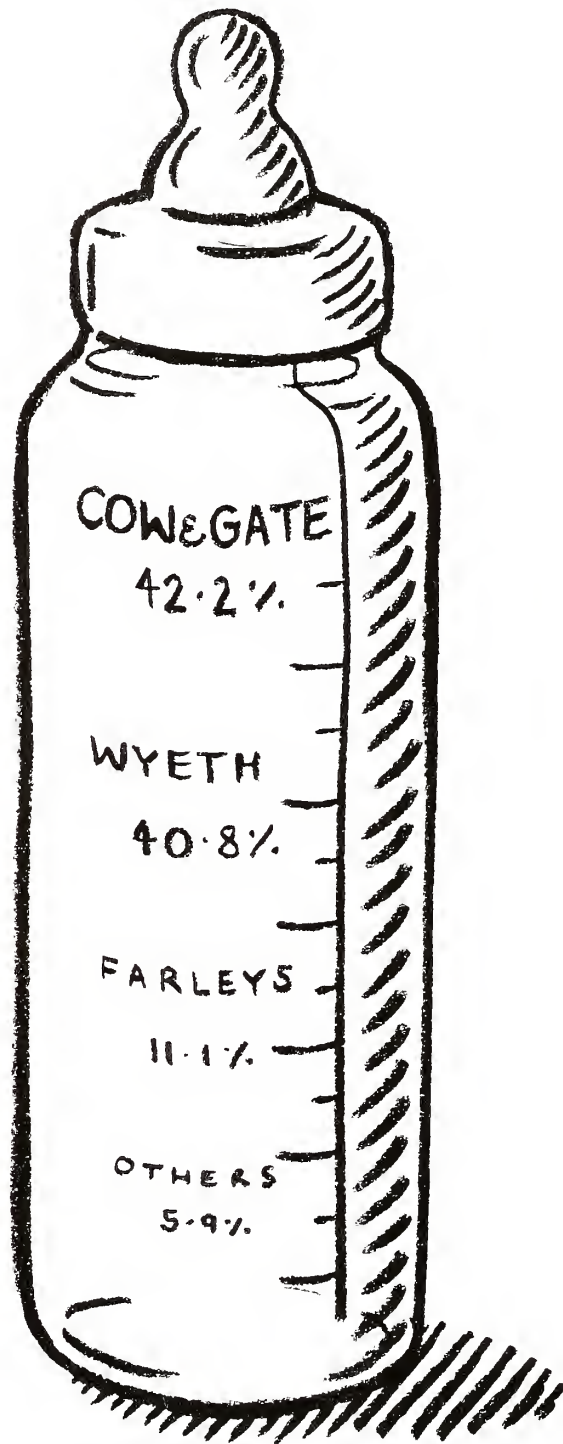
The capsules remain a firm favourite with pharmacies; 100 per cent of independents currently stock the range, with around 50 per cent of all Amplex capsule sales going through this important sector.

All Amplex oral hygiene products will also benefit from the television advertising campaign running in the Summer and a selection of POS is available for chemists to encourage impulse purchase.

Says Graham Edwards: "The relaunch of our range means that we are now set to take the brand into the next decade and the appeal and freshness of Amplex will undoubtedly last well into the future."



We're top of the milks.



Cow & Gate sell more baby milk than anyone else*. So fill your shelves with Cow & Gate and your little customers won't go hungry. Neither will you.

Cow & Gate
The Baby-feeding Specialists.

Breastmilk is the best food for babies. The purpose of infant milk formula is to replace or supplement breastmilk when a mother cannot, or chooses not to breastfeed. The cost of infant milk formula should be considered, and medical advice taken, before deciding how to feed a baby. *Independent consumer audit 12 weeks ending 17/3/90

COUNTERPOINTS



Unichem in colour with latest DX film

Unichem have launched their own brand of DX colour film and have produced a starter pack for the Ever Ready Gold Seal range of batteries.

The new DX film is said to provide 25 per cent more colour saturation and a 20 per cent improvement in sharpness over the company's standard, own label colour film. The DX range also helps to overcome mistakes in exposure, improving the quality of photographs taken into the light, say Unichem.

In addition the new film is said to give better definition to background detail in flash shots.

The range is available in 135x24 exposure format at £1.49, 135x36 exposure at

£2.49, and 110x24 exposure at £2.39.

Unichem's Ever Ready starter pack contains five LR20, seven LR14, 12 LR6B4, 15 LR03, and ten 6LS22 alkaline batteries; it is available at a discount price of £73.70, giving almost 40 per cent P.O.R. *Unichem. Tel: 081-391 2323.*

Wilkinson Sword are running a toiletry and razor cross promotion. Consumers are offered a free Profile metal razor with the purchase of a 200ml can of shaving gel. The offer will be communicated via a fix-a-form on the gel cap. *Wilkinson Sword Shaving Division. Tel: 0670 713421.*

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Bodyplan:	TV-am
Dettol Liquid:	All areas inc Sky except CTV, LWT, C4
Diocalm:	All areas
Gillette Sensor:	All areas
Impulse:	All areas + Sky
Just for Men:	All areas except CTV, TT & TV-am
Libra Bodyform:	All areas except CTV, LWT & TTV, TV-am
Loving Care:	Y, C, A, HTV, TSW, TVS
MacLeans toothpaste:	All areas
Mum deodorant:	All areas
Philishave Tracer:	ITV, C4
Sensodyne toothpaste:	All areas except CTV & TV-am
Silvikrin:	All areas



HELP HER
FACE
HER OTHER
HALF WITH
CONFIDENCE

Brush Off™

povidone – iodine

COLD SORE TREATMENT

Supported by

NEW

- Advertising and press campaign
- Display unit
- Consumer education leaflets

HELP HER HELP HERSELF
TO FAST EFFECTIVE
COLD SORE TREATMENT

Keep
Brush Off
on display



Napp Consumer Products Division,
Napp Laboratories Limited,
The Science Park, Milton Road,
Cambridge CB4 4GW

Member of Napp® Pharmaceutical Group
™BRUSH OFF is a Trade Mark *NAPP is a Registered Trade Mark
©Napp Laboratories Limited 1990



SCRIPT SPECIALS

Voltarol now in gel form

Geigy Pharmaceuticals are launching a topical formulation of Voltarol on Monday. Formulated as a white, pleasantly perfumed, non-greasy emulsion in an aqueous gel, each 100g contains 1.16g diclofenac diethylammonium salt, corresponding to 1g diclofenac sodium.

Voltarol Emulgel (100g £7.75 trade) is an anti-inflammatory and analgesic and it exerts a soothing and cooling effect due to the aqueous-alcoholic base.

It is indicated for local symptomatic relief of pain and inflammation in trauma of the tendons, ligaments, muscles and joints due to sprains, strains and bruises, and soft tissue rheumatism. Treatment should be restricted to 14 days.

Geigy recommend that, depending on the size of the site to be treated, 2-4g should be applied 3-4 times daily. After application the hands should be washed,

unless they are the site being treated.

Side effects include local irritation, erythema, pruritus or dermatitis occasionally. Photosensitivity and other skin reactions have been reported rarely (see Data Sheet).

Nearly a quarter (23 per cent) of patients seen by GPs each week, suffer from sprains, strains and other muscular rheumatoid complaints, according to a MORI poll commissioned by the company.

The survey of 200 doctors showed that over 80 per cent think that topical non-steroidal anti-inflammatories have considerable clinical benefits including reduction of inflammation, improved mobility and minimisation of side effects.

The product licence number of this POM is 0001/0131. *Geigy Pharmaceuticals. Tel: 0403 50101.*

Zinc-erythromycin for acne

A new combination treatment for acne is being launched by Gist-Brocades, on Monday.

Zineryt is presented as a powder and a solution in separate bottles, together with an applicator and protective cap. The contents of the two bottles are mixed by the pharmacist, and are then stable for five weeks.

Manufacturer Brocades (GB) Ltd, West Byfleet, Surrey

Description When constituted, the 30ml of topical application contains 40mg/ml erythromycin and 12mg/ml zinc acetate as an erythromycin-zinc complex

Uses Treatment of acne vulgaris

Dosage Apply twice daily to

affected areas for 10 to 12 weeks

Side effects A slight burning sensation or redness of the skin due to the alcohol base

Contraindications, warnings, etc Do not use in patients who are hypersensitive to erythromycin or other macrolide antibiotics, zinc, di-isopropyl sebacate or ethanol. Cross-resistance may occur with other macrolide antibiotics, and with lincomycin or clindamycin. Avoid contact with the eyes or mucous membranes

Supply restrictions POM

Packs To make 30ml on constitution, £8.04 trade

Product licence 0166/0109

Issued July 1990

Tenaset and Slipad Plus

Molnlycke have launched Tenaset and improved the Slipad range. The Tenaset system consists of disposable washgloves (£0.05 each, not on FP10) and washcream in perfumed (300ml bottle £1.60, 1l pump dispenser £3.50) and unperfumed (300ml

£1.80, 1l £3.85, all prices trade).

The Slipad range is renamed Slipad Plus, due to a number of developments which include adding two superabsorbents into the fluff pulp layers.

Molnlycke Health Care Products. Tel: 0582 600211.

Conseal and Conveen improvements

Coloplast have launched "the improved Conseal colostomy system", with three advances that they say have been "positively received".

The stabilising rod inside the foam stem has been improved, overcoming problems of expulsion of the plug, as has the lubricant on the stem. Coloplast have integrated a new microporous layer, to avoid risk of mucous

leaking through the cap and staining clothes or blocking the filter.

Coloplast have also introduced a series of improvements across their Conveen range of urine drainage bags, which will be phased in over the next few months. Leaflets explaining the changes will be included in new boxes of products. *Coloplast Ltd. Tel: 0733 239898.*

Description

Conveen standard leg bag

10cm inlet — non-sterile

Conveen standard leg bag

40cm inlet — non-sterile

Conveen contoured leg bag

45cm inlet — non-sterile

Conveen contoured leg bag

5cm inlet — sterile

Conveen contoured leg bag

30cm inlet — sterile

Conveen contoured leg bag

45cm inlet — sterile

Conveen night drainage bag

1500ml — 90cm inlet — non-sterile

Improvements

smooth connector

upgraded inlet tube
modified central weld;
new style outlet tap
and tube
wider bore outlet tube

new smooth connector

integral sampling site

wider bore outlet tube

integral sampling site;
upgraded inlet tube;
new style outlet tap
and tube

Selegiline for early PD

Selegiline hydrochloride (Eldepryl) is now licensed for monotherapy in the early stages of Parkinson's disease.

Eldepryl may be used alone in early Parkinson's disease to delay the need for levodopa, with or without decarboxylase inhibitor, as well as an adjunct to levodopa. The dose is 10mg daily.

Eldepryl, a selective MAO-B inhibitor, has been shown to delay both the onset of disability and the requirement for levodopa. Although the effect could be

symptomatic, it is possible that a true neuroprotective effect is being demonstrated by slowing the rate of disease progression in newly diagnosed patients, say manufacturers Britannia Pharmaceuticals.

If the effect is proved to be protective it would be the first time that an agent has been found to influence the underlying disease pathology, say *Britannia Pharmaceuticals Ltd. Tel: 0737 773741.*

Evans' intradermal and percutaneous vaccine now comes in ten dose, flat bottomed, amber vials instead of glass ampoules. *Evans Medical Ltd. Tel: 0403 41400.*

Medisense's Exactech blood glucose sensor and test strips are now available through wholesalers including Vestric and Unichem. *Medisense (UK) Ltd. Tel: 0235 555440.*



BY GUM

A NEW FORMULA TOOTHPASTE

Colgate GPF is a new toothpaste with a unique, clinically-proven Gum Protection Formula containing both Triclosan and PVM/MA. This special co-polymer works like a magnet and helps the Triclosan keep on working against harmful bacteria. As 95% of adults suffer from gum disease, there is a real need for this product.



BY GOLLY

CREATED FOR A GROWING MARKET

Research shows that today's customers are much more orally aware and that Oral Care is a growth market with enormous profit potential. People will be happy to pay a premium price for the extra protection offered by Colgate GPF.



BY GOSH

£3.5M NATIONAL TV CAMPAIGN RUNNING NOW

As you would expect of the long-standing UK brand leader, we're supporting this new addition to our range with a massive £3.5 million national TV campaign and full national press support.

New Colgate Gum Protection Formula. Healthier profits from healthier teeth, by gum!

Colgate
The World's No.1 Toothpaste



NEW NEW



What will the best dressed window b



... AT BRANDS HATCH ...



... AT QUEEN'S TENNIS TOURNAMENT ...



... AT THE THEATRE ...



... AT ST. ANDREWS ...

Our best ever consumer promotion has just begun.

A book of discount vouchers worth £200, to spend on "Great days out with the family" for every customer who buys just 5 UniChem own brand products. And

the three UniChem chemists who use their free point-of-sale material to dress their windows or create in-store displays in the most original eye-catching way to help promote it, will win a "Great day out" for themselves.



Chemist with the wearing this summer?



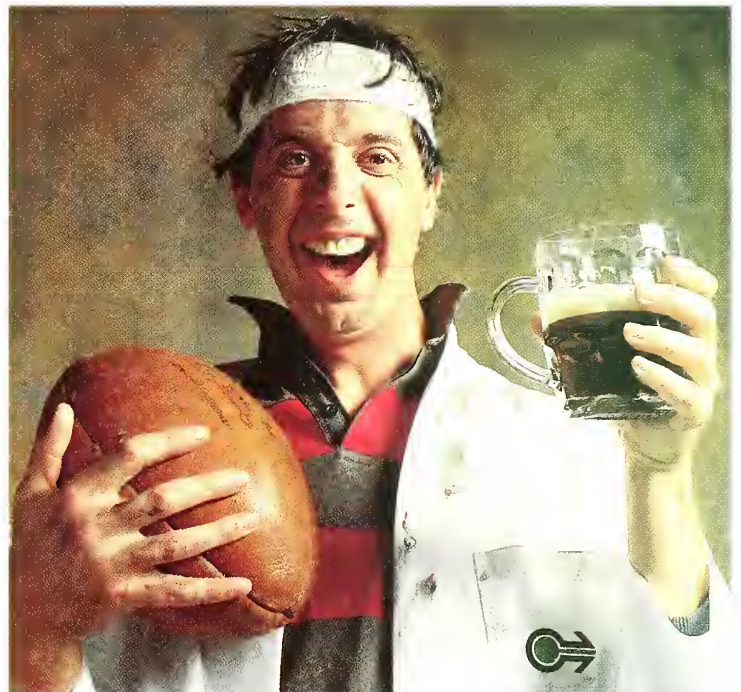
... ON THE ORIENT EXPRESS ...



... CLAY PIGEON SHOOTING ...



... AT THE RACES ...



... AT TWICKENHAM.

There are eight to choose from, all with the full
hospitality treatment we always give our V.I.P. guests.

It's worth participating, even if you don't win a day
out. Because we're offering 15% discount on every
10 packs of selected own brand products you

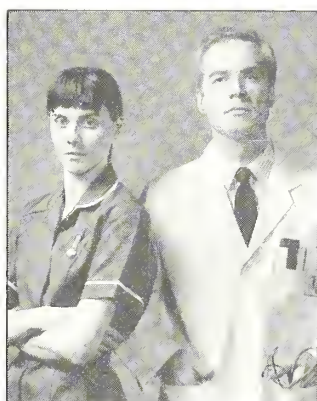
order during the promotion. And a bumper book of
discount vouchers worth £500 for every 20 pack order.

Looks like you've got some great months ahead in your
pharmacy. And with a bit of luck, you'll also
get a great day out of it!



60% pay cuts for private sector employees.

NHS employees have a reasonable pension scheme. But if you work in the private sector for an employer without a pension scheme, or you're self-employed, you may be less fortunate.



You'll probably have to rely solely on the State pension. And that means your standard of living will be drastically reduced when you stop work.

Look at the facts. A woman aged 35, earning £15,000 a year, who retires at age 60, can expect a total State pension of just £122 a week in today's terms. A self-employed person would get even less.

So, effectively overnight, her income would drop by nearly 60%. And even if you're in a pension scheme you may not be a lot better off.

Thankfully, with one of RNPEN's LIBERTY pension plans you can easily secure a far better standard of living when you retire.

We have a plan for those not in a pension scheme. A plan for the self-employed. And even a plan for those who need to top-up their employer's pension. And it needn't cost you a fortune, either. Provided you start now.

HELP FROM THE TAXMAN.

A LIBERTY pension plan offers you unrivalled tax benefits, now and in the future.

Firstly, your contributions grow in a special tax free fund, which means higher benefits for you. Secondly, the taxman will boost your contributions by at least a third. So, if you put in £30 a month, he'll make it up to £40 a month.

RNPEN also helps you make even more of your money. After all, for over 100 years, we've been protecting the

financial well-being of members of the healthcare professions and their spouses.

And, every year, independent surveys show that we achieve better returns for our policyholders than many of the best known names in the High Street.

So, for more information about LIBERTY pensions, and a free personal illustration of benefits, phone our Pensions Advisory Service now on 01-839 6785 (will change to 071-839 6785 from 6.5.1990). Or post the coupon below.

We'll show you how to avoid a large pay-cut when you stop work. Without a drastic effect on your spending power now.

Please send me without obligation, full details of RNPEN's LIBERTY pension plans.

Note: the information requested below is required to enable RNPEN to give you best advice and it will be treated in the strictest confidence

Full name (Dr/Mr/Mrs/Miss/Ms) _____

Address _____

Postcode _____

Date of birth / /

Occupation _____

Employed ☐ Self-employed ☐

PLEASE ANSWER THE FOLLOWING

Are you contributing to the N.H.S. Superannuation or other employer's scheme?

YOU

Yes ☐ No ☐

YOUR SPOUSE

Yes ☐ No ☐

If "YES" how many years to date have you been a member?

Yrs. _____

Yrs. _____

Your planned retirement age

Age _____

Age _____

Gross annual earnings

£ _____

£ _____

How much would you consider contributing every month?

£ _____

£ _____

If you require information for your spouse please give.

Spouse's full forename(s) _____

Date of birth / /

Gross annual income

Occupation _____

Employed ☐ Self-employed ☐

Now, please post this coupon to
RNPEN, FREEPOST, LONDON WC2N 6BR. No stamp is necessary.



The Royal National Pension Fund for Nurses
A member of LAUTRO

397 BA

NPA seeks to create village atmosphere at Chemex

This year the National Pharmaceutical Association's display at Chemex will take the form of a "village" with ten of the NPA's recommended suppliers all under the same "roof".

The suppliers will have their own stands around the outside, while in the centre NPA staff will be present to advise on all aspects of the NPA's services, from business aids and pharmacy planning to finance and training.

On show on the suppliers' stands will be cholesterol-testing and blood pressure measuring equipment, computer labelling systems, pricing guns, neon signs, tablet counters, fax machines and Kik steps.

NPA business services manager John Goulding says: "Having all these suppliers in one area will enable our members to see at a glance who is NPA-recommended. They will then know they can safely place an order."

Companies exhibiting in the village will be: Anglo European Health, S. Calvert, Canon (UK) Ltd, Esselte Meto Ltd, Faylite Ltd, Hadley Hutt Computing Ltd, Precisa Balances Ltd, Ronco Sales Organisation, and Miles Ltd Ames division.

Also present will be the Proprietary Articles Trade Association, exhibiting at Chemex for the first time. The PATA decided to take this opportunity to

promote its activities and increase awareness in the trade.

The NPA hopes to offer members the chance to have their own full-colour practice leaflets printed at special rates. The leaflets will be personalised for individual pharmacies according to the services they offer and will comply with the Royal Pharmaceutical Society's advertising

guidelines. There will be special Chemex prices on business aids and, for those who like to post early for Christmas, NPA Christmas cards will be on sale in aid of the Society's Benevolent Fund.

The village will be on the upper level of Olympia's National Hall, September 23-24, on **stands R10,11,12,14,16,18,S12-16.**

Herbal tablets launchpad

Vitabiotics will be launching two new products at Chemex.

Motionil is a natural herbal tablet containing ginger, fennel and mango. It is recommended as a food supplement for travel sickness and as a carminative in pregnancy (30, £2.95).

Immunase is a combination of beta-carotene 15mg with other nutrients thought to be beneficial

to the immune system, including cystine, methionine, selenium, copper, zinc, manganese, magnesium, vitamins C,E,B6,B2 and folic acid (60 capsules, £8.95).

Vitabiotics will be offering a bonus of three free units on purchase of a dozen for three of their most popular products — Oracel, Omega-H3 and Multiron. **Stand K11.**

Park PMR labelling update

Park Systems are launching a new version of their PMR labelling system.

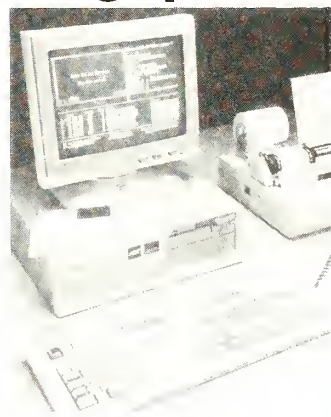
The system now has a new drug interaction system (designed by Dr D. Mottram and Dr P.L. Rowe) which gives a comprehensive range of interaction alerts and shows the various grades of warning messages.

Another new feature is a drug/patient interaction alert which checks for drugs which should not be prescribed for patients with a particular disorder and also takes into account the patient's age in relation to the drug's effect. This is a revolutionary feature which no other system provides, say Park.

The full patient profile is visible throughout the processing and shows the NHS/ID number as well as other important information.

There is a specific "homes management" area which provides information on prescriptions for patients registered in various nursing or residential homes over any selected period of time.

The drug file carries up to five BNF warnings, three re-order codes and a pre-code identification for rapid searching. There is also an "owing labels management" to list all the drugs owing on previous prescriptions or print the owing



labels ready for dispensing.

The new hardware is based on a high speed 286 processor PC compatible computer with a 40MB hard disk and paper white screen monitor. "Help" screens are available at every stage.

The price of £2,500 (after NPA rebate) plus VAT includes computer, printer, all cables, manuals, software, full installation and training. Monthly updates of new drugs, prices and other changes are sent to all users.

Park give a full maintenance service and offer finance facilities. They have recently been chosen to provide a special tailor-made version of PMR labelling for Boots dispensaries, linked into their existing store computer system. **Stand J9.**



Its a Liberty!

Liberty Cosmetics will be launching the first transdermal conditioning nail patch, called Overnight Nail Miracle. The patches are claimed to bind protein and moisturisers into the nail to help growth. A deluxe six-night treatment kit (£9.95) contains 60 patches for use over three consecutive nights and once a week for three weeks. **Stand N8.**

Travel deal

Keith Prowse are offering a special two night package for the weekend of September 22-23 to coincide with Chemex on September 23-24.

The prices quoted below include accommodation at the London Tara Hotel, full English breakfast, round trip standard class rail travel from the home station and a theatre ticket. The first price in brackets is that for each person in a double room, the second price is for one person occupying a single room. First class rail supplements are available on request. The price includes a ticket for most comedies and dramas. More expensive shows and events, mainly musicals, carry supplements ranging from £2.

Bookings may be made through Keith Prowse, St James House, Wellington Road North, Stockport, Cheshire SK4 2RT (tel: 061-431 9000).

Travelling from:

Bucks, Beds, Herts, Essex, Greater London, Berks, Surrey, Kent, Sussex (£117, £182). Hants, Wilts, Oxford, Northampton, Cambridge, Suffolk, West Midlands, Warwick (£121, £186). Norfolk, Dorset, Leics, Gloucs, Hereford and Worcs, Salop, Staffs (£124, £189). Somerset, Avon, Glam, Powys, Clwyd, Cheshire, Greater Manchester, Derbys, South Yorks, Notts, Lincs (£128, £193). Cornwall, Devon, Dyfed, Gwynedd, Lancs, West and North Yorks, Humberside (£134, £199). Cleveland, Durham, Tyne & Wear, Northumberland, Dumfries, Galloway (£146, £211). Borders, Lothian, Strathclyde, Central, Fife (£155, £220). Tayside, Highland, Grampian (£161, £226).

Lake reveal Pil Mousse

Chemex will be the launch pad for Pil Mousse shampoo which will join Pil Food capsules for hair and nails to complete Lake Pharmaceuticals' Swiss hair treatment range.

By offering a 40 per cent profit margin, pharmacist director Leon Ungar hopes to change manufacturers' perceptions of the margins they recommend for OTC products in community pharmacy.

"A new, higher norm is required," he believes. "We need to help the retailer stay in business selling our products, especially in the specialist area in which Lake operate."

The company aims to bring its other products to the same higher rate of return as soon as possible and hopes other manufacturers will follow. **Stand N6.**

PHARMACY update

React positively to skin allergies

Pharmacists are frequently confronted by patients with allergic skin reactions.

Jane Sheridan, Boots teacher-practitioner at the centre for pharmacy practice, The School of Pharmacy, London, looks at how pharmacists can help customers suffering from these irritating problems

Allergic skin reactions may be caused by direct contact of an allergen with the skin surface, as is the case with some metals, or due to ingestion or inhalation of an allergen which produces an allergic reaction whose symptoms manifest themselves on the body surface.

Allergic reactions can be divided into four categories or 'types':

- 1 Immediate and anaphylactic eg hayfever, insect bites,
- 2 Autoimmune disease,
- 3 Serum sickness (and possibly rheumatoid arthritis), and
- 4 Delayed sensitivity eg contact dermatitis.

Type 1 reactions are the most common.

Type 1 allergic reaction

Chemicals released from degranulation of mast cells cause the following symptoms:

a dilation of small blood vessels with increased permeability resulting in urticaria, redness of skin, swelling of mucous membranes;

b increased secretions resulting in allergic rhinitis, allergic conjunctivitis, hay fever-like symptoms, and

c spasms of smooth muscle leading to asthma attacks.

Community pharmacists will



Urticaria, or hives, frequently appears as smooth, slightly raised patches or wheals which are redder or paler than surrounding skin and is usually extremely itchy

Taken from Ashton and Leppard: "Differential Diagnosis in Dermatology". Published by Radcliffe Medical Press, Oxford, at £49.50

often be presented with symptoms of allergic skin reactions and with careful and thorough questioning the cause may be found. Often though, there is no obvious cause and treatment should be symptomatic with referral to a doctor if symptoms are severe, accompanied by fever and/or asthma, if symptoms have persisted for longer than 48 hours or if they have not responded to treatment. As with most skin conditions it may be difficult to diagnose. If unsure it may be wiser to refer.

Skin reactions

Urticaria is the name given to the

allergic skin reaction which presents itself as a wheal, the centre being pale and surrounded by erythema. It is extremely itchy (visible signs with no itchiness are called angioedema). Common causes of urticaria are drugs, foreign sera, food and food additives, infection, insect bites and stings, inhalation of allergens. Sunlight can also produce urticaria reactions. The rash may be localised or completely cover the body surface.

Treatment

If the cause of the urticaria has been established the patient should be advised to avoid it. Treatment for symptoms includes the use of oral antihistamines which will reduce the pruritus.

Table 1 Some common allergens in ACD

Allergen	Sources
Metals such as nickel and chromium	Jewellery, jean studs, zips
Cobalt	Printing ink, cement
Rubber	Elastic, rubber gloves
Applied medicaments eg, resorcinol	Acne medication
Local anaesthetic preparations	
Topical antibiotics	Neomycin, soframycin
Antiseptics	Chlorhexidine
Tars	
Adhesive tape	Plasters
Lanolin	Medicated creams, cosmetics

Care should be taken to warn patients of the side effects of drowsiness where appropriate.

Other treatment:

- Products containing calamine to soothe the skin
- Avoid sweating
- Refer if symptoms persist and treatment is ineffective and if the patient is suffering an asthma attack or is feverish.

Often patients may need to be reassured that the condition is not serious and recovery is complete.

Insect bites and stings Patients' reactions to insect bites and stings will depend on the individual's reaction to the pharmacologically active substances in insect saliva. Normal reactions to insect bites and stings involve redness, swelling, itching, pain and warmth at the site of the sting and these are normal inflammatory responses, caused by the release of histamine and other chemicals. However, some people have more severe allergic reactions to insect bites and stings. Allergic reactions to stings may be triggered off by very small amounts of venom, be immediate or delayed and be local or systemic. Local reactions are those where swelling of the surrounding area is confined, although it may be severe. Urticaria may be present. If a patient is stung in the mouth special care should be taken to ensure that swelling of the tongue does not obstruct the airways.

Treatment

Before treatment, care should be taken to remove any 'stinger' left in the skin. Bee stings should be scraped off, not pulled out as this may cause infusion of more venom from the venom sac. In a normal reaction to stings the application of ice may help to attenuate symptoms. Application of calamine lotion will have a cooling and soothing effect. The use of 1 per cent hydrocortisone preparations will reduce erythema and swelling and should be recommended for use. However, care should be taken when applying it to old stings and bites that have been scratched as the skin may be broken. Treatment with oral antihistamines is of limited use as the reaction to stings is not solely due to histamine. Antihistamines may be recommended as a preventive

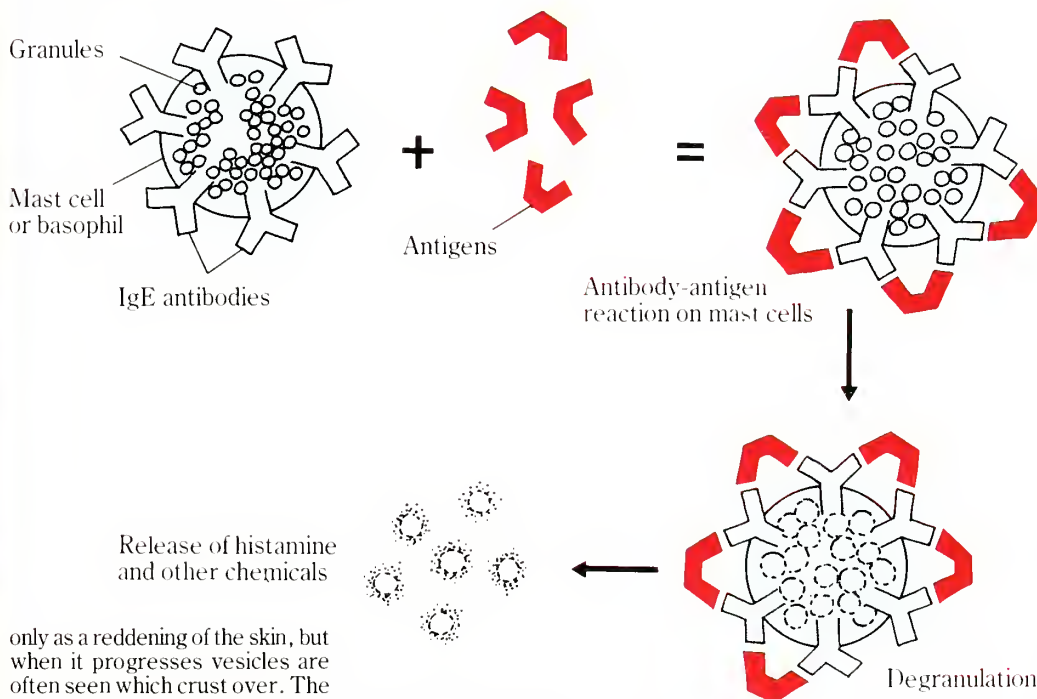
treatment for those at risk of allergic reactions to stings. Sedating antihistamines may be effective in reducing pruritus and aiding sleep.

Severe reactions to stings and bites such as generalised urticaria, sweating, collapse and difficulty in breathing occurring within minutes are an indication of an anaphylactic response and must be treated as an emergency.

Eczema is extremely common. It can be divided into two types; endogenous eczema including seborrhoeic, discoid, and varicose, atopic eczema, and exogenous eczema including allergic contact dermatitis and irritant contact dermatitis. The terms eczema and dermatitis are commonly used synonymously.

Endogenous eczema The most common type is atopic eczema. This often presents itself in infancy and primarily may be seen

A Type 1 allergic reaction



only as a reddening of the skin, but when it progresses vesicles are often seen which crust over. The condition is extremely itchy and the scratching can cause thickening of the skin so that it has a leathery appearance. It may also lead to a secondary infection. Most atopic eczema patients have a predisposition to other allergies and may have a family history of asthma and hay fever. Patients tend to have dry skin and the eczema is often found in folds of skin such as elbow creases and behind the knees. Eczema may be caused by ingested allergens (eg milk products) or inhaled allergens, but often there is no obvious cause.

Treatment

Whenever atopic eczema is suspected the patient should be referred. However the pharmacist can give advice to patients on the following:

Table 2 Some common irritants in ICD

Allergen	Sources
Detergents	Soaps
Alkalis	
Paint thinners	
Benzoyl peroxide	
Thioglycollates	Acne medication
Urine/faeces	Perms, hair removers
	Colostomy

General advice and information

- Eczema is very common and it does clear up leaving no scarring.
- Eczema is not contagious.
- Eczema is often exacerbated by stress.
- Patients should avoid any known allergens and try to avoid sweating as this increases itching.
- Cotton clothing is usually the least irritant.

Advice on prevention of scratching

- Wear cotton gloves
- Add emollients to the water

when bathing and use moisturisers on the skin.

- Avoid perfumed products.

Advice on diet

● Advice on diet may well be given in conjunction with the doctor or specialist. If a food type has been found to be an allergen, advice on special dietary products available will be invaluable. Common allergens are dairy products and food additives.

Eczema can be very disrupting and disturbing for both the patient and family, so sympathy and reassurance are very important.

When recommending an emollient or hydrating agent it is advisable to ask the patient to return to the pharmacy if the condition appears to be worsening. Some of the ingredients in these products may themselves be irritant and cause dermatitis and so exacerbate the symptoms. If there is any evidence of infection of the lesions the patient should be referred.

Exogenous eczema (or contact dermatitis) With contact dermatitis the causative agent (allergen or sensitiser) can often be identified. This may well be a series of allergens. When taking a patient's history, knowledge of their lifestyle is invaluable as the allergens are often common household items, clothing or products used at work.

Irritant contact dermatitis (ICD) is the result of direct skin damage by an irritant. The initial contact may only damage the skin surface by causing drying and so the skin is less protected. Further contact, or contact with other irritants, may cause the dermatitis. There is often a time lag between initial contact and the presence of symptoms.

Allergic contact dermatitis (ACD) is a manifestation of a type 4 delayed hypersensitivity reaction, ie an inflammation of the skin due to immunological changes in the body. Many allergens have been identified (see table 1) and once the skin has reacted at a particular point (eg the ear lobe sensitised to nickel jewellery) the whole body area becomes sensitised. The initial site is often useful as a clue to identifying the allergen. As with ICD there is often a time delay of days to years.

Patients may have been in contact with suspected irritants for a considerable time with no ill effects and this makes diagnosis difficult. With dermatitis there is an initial dryness and scaling of the skin followed by itching and cracking. This is often on the hands and between the fingers in ICD as this is where the body comes into contact with the sensitiser.

When advising patients to wear rubber gloves for protection, remember that rubber is itself a common irritant. In ACD the symptoms are often more severe and vesicles may be noticed.

Treatment

● Rehydration of the skin with emollients and moisturisers. One per cent hydrocortisone on unbroken skin (not on face and neck or anogenital area, see note left).

● Avoidance of irritant or allergen.

Careful and thorough questioning by the pharmacist is needed to establish the presence of contact dermatitis. If unsure, if the condition is serious or does not respond to treatment, then refer.

REMEMBER OTC hydrocortisone may be sold only for:

- Allergic contact dermatitis — usually a delayed reaction to repeated contact with a material to which a person has become sensitive eg cement, nickel, wool.
- Irritant dermatitis — caused by skin irritants such as acids, alkalis, antiseptics, bleaches, detergents, etc.
- Insect bite reactions.

OTC HC preparations may not be sold for use on the eyes or face (except the ears), children under ten years old, broken skin, the anogenital region or in pregnancy.

Acne; bacterial infections, eg impetigo; fungal infections, eg athlete's foot, ringworm, thrush; rosacea; scabies and viral infections, eg cold sores, shingles, warts, may be made worse by hydrocortisone preparations.

Patients should be advised to use hydrocortisone sparingly and only once or twice a day. It should not be used for more than a week without seeing a doctor.

Only the following products may be sold OTC: Anflam cream; Dermacort hydrocortisone cream; Efcortelan P cream and ointment; Hc45 hydrocortisone cream; Kerfoot hydrocortisone cream; Lanacort cream and ointment, and Zenoxone cream.

Take pains over OTC analgesics advice

Terry Maguire, MPSNI, community pharmacist and research fellow, pharmacy practice research group, Queen's University of Belfast, looks at some factors pharmacist might consider when advising on OTC analgesics

In 1985 over 60 million packs of analgesics were bought from pharmacies and 80 per cent of these were purchased to treat headaches, although about half were also consumed for other conditions. Over half contained paracetamol. A further 40 million analgesic packs were purchased from general retail outlets (Boots, 1984).

About 80 per cent of the OTC sales of ibuprofen were found to be on the patient's request, the remaining 20 per cent were recommended by the pharmacist (Kay, 1986). Pharmacists, therefore, should ensure that proper counselling is given when selling ibuprofen, as 10 per cent of patients who bought OTC ibuprofen were found to be already taking other non-steroidal anti-inflammatory drugs and had not contacted their doctor. A similar problem has been identified with paracetamol and one case tragically resulted in the death of a young woman (C&D, February 24, p266). This is particularly important as pharmacists are only likely to give advice when they recommend a medicine.

There appears to be no data relating to other OTC analgesics sales but it is probable that most are at the patient's request and, like ibuprofen sales, do not involve the pharmacist.

With only four drug entities creating nearly 100 oral analgesics on the UK market it is understandable that advertising must be intense if manufacturers are to secure a market share.

Most OTC oral analgesics appear to be taken in "average" doses as directed on the pack. Individual variability in response to drugs is a crucial, but often neglected fact of pharmacy practice. Inadequate dosage may be interpreted as lack of efficacy while excessive dosage may be judged as intolerance.

Many factors can affect the relief of pain achieved by the client. These factors might include absorption, distribution, metabolism and excretion of the drug. This article will examine whether the pharmacokinetic (the effect of the body on a drug) and



pharmacodynamic (the effect of a drug on the body) characteristics of the four main OTC analgesics — aspirin, ibuprofen, paracetamol and codeine — indicate the need for more individualisation of dosage instructions, or more questioning by the pharmacist to improve safety and efficacy.

Which drug?

The comparative analgesic effect of these compounds must be considered before a rational choice can be made. Apart from codeine, which at the concentration permitted for OTC sale in the UK is not sufficient for analgesic activity, there would appear to be little difference in the

analgesic response obtained. Codeine, however, does provide a feeling of well-being which helps patients deal better with pain. Regrettably it is this characteristic which accounts for the abuse of many codeine-containing analgesics and pharmacists should be alert to possible misuse.

Aspirin and paracetamol are approximately equipotent in terms of antipyretic and analgesic activity (Li Wan Po, 1982). In one study involving 414 patients (Noyelle, Crossland and Pickvance, 1987), clients requesting symptomatic relief for a headache were assigned either ibuprofen 400mg, aspirin 650mg, aspirin 1,000mg or paracetamol 1,000mg, four times daily in

capsules of similar appearance.

The study concluded that ibuprofen provided significantly more overall pain relief than either aspirin 650mg or paracetamol 1,000mg, and was comparable to aspirin, 1,000mg. Nine patients had side effects with ibuprofen compared to 17 with aspirin 650mg, 18 with aspirin 1,000mg and 11 with paracetamol. However, when these numbers were taken as a percentage of the clients exposed to ibuprofen and paracetamol the incidence of side effects is 11 per cent and 12 per cent respectively.

For legal reasons this study was unable to include a control group, so the validity is questionable as the results were

mainly subjective. There would appear, therefore, to be little difference in the choice of analgesic. Aspirin and ibuprofen might be slightly better for pain associated with joint inflammation and dysmenorrhoea since they inhibit peripheral prostaglandin synthetase whereas paracetamol does not. In migraine where nausea is a problem preparations containing an antinauseant, such as Migraleve, are possibly an advantage.

Formulation

The formulation of an oral analgesic can affect its rate of absorption and subsequent plasma concentration which is directly related to its analgesic activity. Aspirin is an acidic drug absorbed from both the stomach and the small intestine. The rate of tablet disintegration in the stomach has a profound effect on absorption. The rate of dissolution of the drug in gastric fluid is a rate limiting step. This can be enhanced and the rate of absorption improved by adding an antacid such as sodium bicarbonate. This increases dissolution by raising the pH in the environment of the dissolving drug particle. However, if large quantities of buffer are used, the rate of absorption will be reduced as most of the aspirin will exist in an ionised form which is not absorbed. In addition, low plasma levels of salicylate result from highly-buffered preparations as a consequence of the enhanced renal excretion of salicylate in alkalinised urine. This is also evident after using antacid preparations (Levy, *et al*, 1975). After gastric emptying aspirin is rapidly absorbed from the small intestine due to the large surface area. Enteric-coated (EC) and sustained release aspirin have been developed to reduce gastro-intestinal toxicity and to prolong plasma salicylate levels. While EC coated preparations might reduce GI toxicity by restricting drug absorption to the small intestine, they are of doubtful benefit as slow release preparations since at anti-inflammatory concentrations (150-300 µg/ml) the half-life of salicylate, after repeated doses, is greater than 12 hours and, therefore, slow release preparations are not necessary. Bioavailability of aspirin was studied in six volunteers using plain compressed tablets, two buffered preparations and one enteric-coated tablet. Absorption was fastest from the buffered preparation and slowest from the enteric form. In all preparations absorption was complete (Latini, *et al*, 1986). "Soluble" forms of aspirin do not produce a true solution but

rather provide tablet disintegration resulting in microfine granules or powder which still requires dissolution before absorption across the gut wall. Nevertheless powders will improve the rate of absorption since the time for tablet disintegration is avoided. Powder size will also have a bearing on the rate of absorption. The finer the powder the faster the absorption (Dromgoole and Frust, 1975). Regrettably most OTC analgesic powders do not indicate the mesh size and, therefore, pharmacists cannot judge which will provide the most rapid serum levels. Interestingly, the availability of ibuprofen was found to be similar irrespective of whether it was given as granules or tablets (Benvenuti, *et al*, 1986). Paracetamol is a weaker acid than aspirin and is mostly absorbed from the intestine where its rate of absorption is influenced by the rate of gastric emptying. This depends on a number of factors including the size of tablet and the fat content of any meal eaten concomitantly. Fat, such as that in a glass of milk, and larger tablets slow gastric emptying and subsequently increase the time to achieve a suitable plasma level (Kaniwam, *et al*, 1988). Paracetamol is readily absorbed from the gastro-intestinal tract with peak plasma concentrations occurring after about 30 minutes to two hours. Peak plasma and saliva concentration of paracetamol, resulting from a variety of tablet forms, were recorded in eight fasting volunteers within 50 minutes of the ingestion of 1,000mg of paracetamol. The peak concentration, however, varied with the tablet taken and, therefore, it was suggested that the rate of tablet disintegration had an effect on drug absorption (Glynn and Bastain, 1973). Ibuprofen is absorbed rapidly from the gastro-intestinal tract and peak plasma concentrations occur about one to two hours after ingestion. All ibuprofen OTC oral formulations are tablets or capsules and the type of tablet appears to make little difference to the blood level.

Some considerations

Breastfeeding There is a paucity of in-depth information about the disposition of OTC oral analgesics into breast milk. A single dose of two tablets of a compound preparation containing aspirin 454mg, phenacetin 324mg, caffeine 64mg and codeine phosphate 60mg was taken by two individuals. Aspirin was found to penetrate poorly into milk with peak levels of only 2 per cent to 3 per cent of the plasma level, whereas caffeine and paracetamol

KODAK BATTERIES

A FREE PACK OF 6 MN1500 BATTERIES

Worth £2.99
at cut price
RETAIL
With every Lithium Battery
when you order a
minimum of 10 pieces



Buy a minimum of 10 Lithium K223LA or KL2CR5 Batteries - of your choice and receive FREE with each a 6 Pack of MN1500 Batteries Worth 26% Extra Discount.

Place your order now

	Trade	B.C.P.
Kodak K223LA Battery	7.49	5.99
Kodak KL2CR5 Battery	7.49	5.99

DISCOUNT BREAKS ON KODAK BATTERIES
2 = 5% 10 = 10% 50 = 15% 100 = 20% B.C.P.

HOT LINE 0485 533393



Eastland House, Westgate, Hunstanton Norfolk PE36 5EW
Tel: 0485 533393 Fax 0485 533244

levels of breast milk were similar to plasma levels and codeine concentrations in milk were 1.5 to 2.4 times higher than plasma levels. Since codeine is present in doses of up to 10mg per tablet in OTC analgesics these findings are of little significance (Findlay, *et al*, 1981).

A study of 11 women indicated that during lactation, where women were taking 400mg ibuprofen every six hours, less than 1mg was excreted in breast milk daily (Townsend, 1984). Therefore, OTC analgesics would appear to cause few problems when taken by breastfeeding mothers.

Age In the elderly, plasma clearance of paracetamol and the volume of the central compartment were significantly reduced compared with younger individuals. Bioavailability was similar in both groups. The results suggest that although the bioavailability of paracetamol is normal in the elderly, paracetamol metabolism is impaired (Fulton, James and Rawlins, 1979).

The serum half life of salicylic acid is dose dependent, thus the larger the dose employed the longer it will take to reach steady state. There is also evidence that enzyme induction of salicylic acid formation occurs. No significant difference exists between the pharmacokinetics of the salicylates in the elderly or in children when compared with young adults. Advanced age has only minimal influence on the pharmacokinetics of ibuprofen and dosage apparently does not need to be adjusted for age (Albert, *et al*, 1984).

Many studies have shown that most of the pharmacokinetic parameters were not significantly different between young and elderly patients, even though a marked increase in elimination half life (Cuny, *et al*, 1979) and apparent volume of distribution (Cuny, *et al*, 1979; Roberts, *et al*, 1983) was noted in the elderly group. However, no difference in the amount of salicylate absorbed from the gut was noted in these two age groups (Castelden, *et al*, 1977; Cuny, *et al*, 1979; Roberts, *et al*, 1983).

An adult pattern of paracetamol metabolism is evident at 12 years of age but no significant difference was noted between the overall rate of elimination among age groups despite the fact that infants and young children have different major pathways of elimination with a high percentage of a dose being excreted as the sulphate (Millar, *et al*, 1976).

Disease states Apart from differences in free versus albumin-bound salicylate in various disease states and physiological conditions associated with low serum

albumin, pharmacokinetic parameters in patients with rheumatoid arthritis, osteoarthritis, chronic renal failure or liver disease are essentially the same. No difference was found in the disposition of both paracetamol and aspirin in patients suffering from viral hepatitis, therefore no dosage adjustment would be necessary (Jorup-Ronstrom, *et al*, 1986). The presence of alcoholic liver disease or rheumatoid arthritis did not affect the pharmacokinetics of ibuprofen (Albert and Gernaat, 1984).

Sex Plasma levels of aspirin and salicylate were found to be significantly higher in females, both young and elderly, where plasma levels of salicylic acid were found to be significantly higher in the elderly, males and females. The higher levels of salicylate and aspirin in females appears to be due to an intrinsically lower metabolic activity in that sex, while the lower clearance of salicylic acid leads to accumulation of that compound in the aged. No age and sex differences were found to influence the volumes of distribution of aspirin, salicylate and salicylic acid (Ho, Trigg, Bourne and Heazlewood, 1985).

Interactions

The best-known drug interaction with aspirin is warfarin and most patients taking anticoagulant therapy which includes warfarin are encouraged to avoid aspirin-containing compounds. This interaction is primarily a pharmacodynamic one (both inhibit clotting) rather than, as had been thought for many years, an interaction occurring at the albumin-binding site (D'Arcy and Griffin, 1986).

There are a number of other, less obvious interactions occurring with OTC analgesics. Corticosteroids lower serum salicylate concentrations (Klinenberg and Millar, 1965). The plasma levels of many NSAID drugs, with the exception of indomethacin, are lowered by concomitant use of aspirin (Yesir, *et al*, 1970).

Interestingly, concurrent use of aspirin and paracetamol enhances the plasma levels of both drugs and may therefore support the rationale of combination products since the two analgesics work synergistically, possibly allowing a reduced dose. The concomitant use of aspirin and ibuprofen appears to reduce ibuprofen plasma levels to less than half those observed with ibuprofen alone whereas ibuprofen can be combined with paracetamol without altering the pharmacokinetic profile of both (Albert and Gernaat, 1984).

Concurrent treatment with aspirin, frusemide and a commercial low-salt diet was shown to increase digoxin plasma levels (Atkins, Snyder and Keene, 1988).

The effect of chronic, high dose, aspirin therapy on the disposition of a single dose and multiple doses of tenoxicam (Mobicflex) was examined in normal volunteers. Aspirin caused a 24 per cent drop in its half life, a 49 per cent rise in the volume of distribution and a 98 per cent increase in its clearance. Steady state concentrations of tenoxicam decreased significantly in the presence of high dose aspirin treatment. The effect of aspirin on the disposition of tenoxicam was consistent with a competitive protein-binding interaction (Day, *et al*, 1988).

Ibuprofen was found to cause a 10 per cent decrease in the maximum rate of elimination of ethanol (Minocha, *et al*, 1986) and greater cognitive impairment was reported when ibuprofen was taken with ethanol than when a similar dose of ethanol was taken on its own.

'There are a number of less obvious interactions with OTC analgesics'

Caffeine 120mg was given with 650mg of aspirin and compared to aspirin 650mg alone. The caffeine significantly increased the rate of appearance, as well as the maximum concentration, of salicylate in the plasma by 25 per cent and 17 per cent respectively. Moreover the amount of salicylate absorbed was significantly higher in the subjects given the combination compared to aspirin on its own. There was no change in the plasma half life, volume of distribution and clearance of salicylate (Yoovathaworn, Sirwatanakul and Thithapandha, 1986). The amount of caffeine in OTC analgesics ranges from 10mg per tablet in Hypon to 105mg in Cogene.

The relevant potencies of various analgesics with or without caffeine have been assessed (Laska, 1984). The trials, some of which were not published, were undertaken over 20 years and involved some 10,000 patients. On average it was found that when an analgesic tablet contained no caffeine as an adjunct a 40 per cent higher analgesic dose was required to obtain the same degree of pain relief compared to an analgesic which contained caffeine. Analgesic preparations containing caffeine, therefore, provide an important therapeutic option and could mediate their effects through mood enhancement.

Some conclusions

It would appear that pharmacists could advise patients on some factors which might improve the speed of action and overall effectiveness of these analgesics. Recommending combinations of paracetamol and aspirin, particularly those also containing codeine and caffeine, would appear most effective. Soluble products seem to give a more rapid therapeutic blood level. However, this presumes that rapid attainment of a high blood drug level is what the patient requires.

Food seems to reduce the absorption of both paracetamol and aspirin but consideration must be given to the toxicity of products containing aspirin and ibuprofen when taken on an empty stomach.

Pharmacists have an important role regarding safety. Asking clients pertinent questions and ensuring ancillary staff also ask these questions can greatly improve patient safety. Elderly and very young patients should avoid aspirin. Pharmacists should always check if patients are taking other medicines which interact with analgesics. Interestingly aspirin and warfarin are now used in combination to reduce clotting; pharmacists must take care to establish if these medicines are being used properly. Care must be taken not to alarm patients in these situations.

Pharmacists should take extra care to ensure that patients are not taking other OTC medicines which might also contain an analgesic. They should also ensure there is no contraindication to taking an analgesic — about 5 per cent of asthmatics are sensitive to aspirin and ibuprofen.

Most importantly pharmacists should be familiar with the contents of the analgesics sold in their pharmacies. This will have two benefits — it will ensure that potential toxicity can be more easily avoided and it might allow rationalisation of stock.

This article has examined only the pharmaceutical and scientific characteristics of analgesics. There is undoubtedly a huge placebo effect which is evident in the number of identical preparations available. All pharmacists will be familiar with those patients who will only take Panadol and suggest that paracetamol 500mg is ineffective. In many cases we would be wrong to interfere or attempt to destroy the placebo effect. As long as we take steps to ensure that these products are not being abused and the symptoms patients experiencing are not indicative of a more serious pathology by asking the right questions, we will be doing our job properly. A list of references is available on request from the author.

A Sterling system

Sterling Health have taken a major step towards all electronic ordering this week as the company goes "live" with a new portable terminal system, CODES. C&D looks at what this means on the ground and talks to the man who masterminded the move.



Sterling Health operations controller Mervyn Hicks went for the latest technology when he planned electronic data transmission for the company's field force

Arthur "Nod" Hall prepared to make his first sales call of the day. Armed with product literature, vouchers, order forms, counter display units, photographic film and a natural optimism tempered by the doggedness bred of ten years as a Sterling Health rep, he was ready for Tooting's Mount Elgon Pharmacy.

The pharmacist is courteous but not encouraging; he says he has most of the stock he requires at present and the offer of a Solpadeine counter display unit is turned down. "I have too many on the counter already; I'm trying to cut them down." However once the order has been taken — and Nod likes to write out two copies, one for himself, one as a record for the pharmacist — he is able to introduce Sterling Health's planogram and the client begins to unbend a little.

The planogram is a Sterling Health service which shows the pharmacist optimal shelf layouts for market segments such as analgesics and gastro-intestinal products; it has been an investment project for the company, operations controller Mervyn Hicks reckons worth about £50,000 over two years so far, but is proving a good sales aid which offers genuine shelf management advice without bias towards Sterling's own lines.

The call proves to be typical of the afternoon: pharmacists expressing cautious interest in the offers, genuine enthusiasm for the planogram's ideas, and a muted appreciation of the promotions involving shopping vouchers and free photographic film.

Back at the car Nod transcribes his orders, but not onto a bewildering variety of complex forms which have to be posted back to the office; he uses a Telxon PTC-730 eight line hand-held electronic terminal, technically, a Customer Orientated Data Exchange System.

For the pharmacist nothing seems to have changed; but for Nod Hall this cuts out a lot of paperwork.

Most of the information is barcoded and can be swept into the terminal's memory using a light-pen; at the end of the day the information is transmitted to Sterling's headquarters in Guildford over a dedicated telephone line.

The system is the brainchild of Sterling Health's operations controller, Mervyn Hicks. He wanted a state-of-the-art system, and in the event settled for the Telxon, flying their eight-line screen hand held terminals over from the States.

Initial trials of the system threw up unpredictable problems. "At first we let the reps take the terminals with them when they saw the pharmacist so that they could enter the order directly," said Mr Hicks, "but we

found they became more involved in the technology than in selling to the customer. So we said, let's move the electronics out of the call, allow the reps to represent the company face to face, then key the information into the hand held terminal in the car instead of completing the multipart forms.

"Our initial idea was to have the terminal fixed to a clipboard, but in practice we found people were more comfortable with it in their hands." In the final system the clipboard — which slips neatly over the steering wheel — is used only to hold the barcoded information and the customer order form.

Large field force

Sterling Health's new sophisticated system reflects the fact that Sterling Health runs "probably the largest field-force of all the pharmacy manufacturers". With 30 territory reps, six key account reps and six regional wholesalers Mr Hicks is able to organise calls on just under 7,000 pharmacies on an eight week journey cycle.

However, he accepts that any manufacturer is not going to be able to compete on delivery service with the wholesalers, and he sees the role of his team as complementary. "We keep customers up to date on new products and point of sale materials, and more recently, help the pharmacist plan their selling space with the Planogram service."

So why move over to total electronic order processing?

"We wanted improved speed and accuracy of ordering of course," said Mr Hicks, "But candidly we also have to overcome the negative: we must at least keep pace in a competitive environment." What is more, he argues, the real benefit is still to come.

The outgoing system was effective but complex, and even the takeover of the company by Kodak a couple of years ago only added to the administration, for Kodak orders, previously handled as transfer items, now had a specific sheet of their own.

"Under the old system the reps recorded an order on a customer order form then had to transfer them onto each of the appropriate forms, for each customer. These were posted back to the office, where the transfer orders would be tapped through to the wholesalers — obviously, we were losing time this way."

Arming the reps with electronic terminals will take a lot of this administration out of their hands, and by installing a separate telephone point in each reps home, Mr Hicks' office can receive the order information by direct transmission overnight, a significant time saving factor. This method has the additional advantage that the office can send memos back along the same line.

For the customer the gains are timeliness on direct and transfer orders as postal delays

are eliminated, and improved accuracy as the transcriptions involved in the all-paper system have been greatly reduced. "We are improving the turnaround by probably two days," said Mr Hicks.

A spin-off from the Kodak takeover has been the Kodak Dionix printers going into the reps homes to print out the memos from the office. The units have the additional advantage that the rep can print off any order information requiring action during the ensuing day.

There seems little doubt that the new electronic system will bring significant benefits to the company and its customers, and even make life a little simpler for the reps.

But the system as it begins this week is only the start of the process, though an



Easy as winking — the rep runs the light-pen over the bar code to enter the customer and order details; overnight the information is transmitted back to head office

important step in itself. Mr Hicks sees electronic data interchange with the wholesalers as an important next stage, and this is currently under test with AAH; the intention is to link up and improve communications with Unichem and Numark, too.

Back at head office customer service administration has been greatly reduced for Sterling; staff has been freed to help with specific customer queries. Ultimately the aim is to cut the original 20 tasks involved in processing an order down to just 10.

For Nod Hall and the other Sterling reps it should just mean that much less hassle, and let them concentrate on the fundamentals of their job: providing a service for pharmacists.

Personal care market still showing slow growth

The top end of the personal care market is still showing growth, particularly in the bathroom toiletries and oral hygiene sectors, in spite of the current economic climate, according to market researchers AGB. And in spite of a mild Winter cough and cold remedies have held up well.

There has been 11 per cent growth in the personal care market in the six months to April compared to the previous period last year, lifting the market to £2,546m over 12 months. Chemists (including Boots) take a 35.5 per cent share, followed by multiple grocers with 22.9 per cent, although the latter are showing greater growth (13 per cent in the year to April).

In the oral hygiene sector, which grew by 19 per cent to £246m last financial year, there has been considerable activity with dentrifice products. Beecham have had a good 18 months with Macleans mouthwash, with generous in-store display. Reach is understood to have achieved its initial distribution targets, and further activity can be expected with the new variant from Plax. There has been considerable legal wrangling over the claims such products can make.

On the toothpaste side Colgate gum protection has bounced back into the market and the new variant of Mentadent P from Gibbs is doing well. Some heavyweight advertising is in the pipeline for dentrifice. Overall chemists' growth in this area is

not matching that of the grocery sector, but if the multiples are stripped out it is a different picture. With drug stores showing 10 per cent annual growth, chemists (excluding Boots) were up 17 per cent, and the sector as a whole by 19 per cent. In chemists Colgate Dental Cream, Macleans and Aquafresh are the three brand leaders.

The pumps sector is still pretty flat, with 10-11 per cent of the market, although it contributes strongly to Beecham sales. Costing some 20 per cent per ml more, pumps did not get good initial penetration, especially as consumers became more price conscious. The traditional tube packaging also improved dramatically around the same time. AGB does not see the sector expanding much further.

The annual growth of 15 per cent attributed to the fragrance market is somewhat misleading, suggest AGB. Men's fragrances, both fine and popular, grew by only 6 per cent, although this tends to disguise the growth in male toiletries, particularly shower products and haircare, which are seeing increasing purchases. The fragrance sector as whole had a poor Christmas as

volume sales were sluggish and price increases tended to boost sterling sales.

Female bodysprays are not doing well, say AGB. In 1989-90 there was an 8 per cent decline in the market to bring it down to £25m. The area is dominated by Impulse, which has led to a lack of healthy competition, and brands are being squeezed by French fragrance and bathcare lines.

After two years as one of the leading market sectors, haircare seems to be running out of steam, and is now only just tracking the personal care market as a whole. The sector is being pulled down by colorants and perms which are losing penetration (although still buoyant on the salon side). The colorants sector is worth £45m a year, but losing steadily, especially in bleaches, highlights and temporary rinses. It is, however, still a valuable market for the chemist where recommendation and advice is still important.

There is a slow down in sales of hairspray, which is now probably less to do with the CFC issue than the continuing styling boom. Styling aids have shown 20 per cent growth in the year to April, while sprays were up only 3 per cent. Shampoos have been buoyant with a drift to larger packs and higher prices. Wash and Go looks to take between 15 and 20 per cent of all sales in the not too distant future, predict AGB.

Sun preparations had a good year with sales of £80m to April. With all the activity from manufacturers and a prolonged hot spell in May this year also augurs well.

On the medicines front

The Winter cold remedies market held up well considering the mild weather, with 60 per cent of sales through to April comprising powder products. However, Beecham Powders have not performed that well, with hot lemon or blackcurrant taking preference.

Similarly, Reckitt's Lemsip also did well. Capsules took 28 per cent of the total cold remedies market: sales have grown by about 18 per cent in the past year headed by Beecham Day and

Market and sector trends — value

Total market (£m)	2,336	2,546	+ 9	503	361	349
Cos & def skin	385.0	388.7	+1	77.7	53.3	76.3
Fragrances	375.7	432.7	+15	136.1	46.2	58.9
Haircare	485.1	518.6	+7	85.7	82.5	95.7
Bathroom toils	670.9	733.9	+9	129.6	98.4	27.2
Hard toils	212.5	226.6	+7	34.8	38.0	37.0
Oral care	206.9	245.7	+19	39.1	42.4	44.0
12m/e	M/A	M/A	2m/e	N/D	J/F	M/A
	89	90		89	90	

Trade sector shares — total industry

Total market (£m)	2,336	2,546	+ 9	503	361	349
	%	%		%	%	%
Total chemists	36.5	35.5	+6	37.5	34.2	35.1
Total drug (inc FWW)	11.9	11.6	+6	10.3	12.0	11.3
Mult grocers	22.0	22.9	+13	18.9	26.2	24.1
Other grocers	4.8	4.8	+9	3.8	5.2	4.5
Dept stores	8.3	8.6	+13	12.2	6.6	9.2
Other outlets	16.5	16.6	-	17.3	15.8	15.8
12m/e	M/A	M/A	2m/e	N/D	J/F	M/A
	89	90		89	90	

Night. Recommendation plays a major role in this market, which is why Boots own label products always figure. Own label plays an important part in keeping sales growing in the sector.

The decongestants market, dominated by Vicks, has seen only slow growth. Cold symptoms last Winter were more flu-like, so lent themselves to powders and analgesics. The analgesics sector, which AGB suspect they undervalue and is probably worth just over £100m, grew by 8 per cent last year, led by a resurgence in paracetamol sales. Paracetamol now takes a 54 per cent sterling share of the market, with aspirin down to 24 per cent, ibuprofen 13 per cent (18 per cent in chemists) and combination products at 9 per cent. AGB suspects the price point puts consumers off ibuprofen and there is not much competition to Nurofen.

Cough products had a good Winter period with the best performance coming from liquids, although the only key brand to perform well was Benylin, with over 30 per cent of the market (36 per cent in chemists). But even here there has been some erosion of share with Venos getting close. Other brands in the top five are

Actifed, Sudafed and Covonia. Chemists take 84 per cent of this market and there has been strong growth coming through outside Boots.

The stomach remedies sector is suffering: although anti-diarrhoeals like Arret are still buoyant, indigestion remedies are not, declining at 1-2 per cent a year. Are healthier eating habits leading to fewer problems? Older consumers are the major purchasers in this market. Penetration is much lower among the younger generation.

Male purchase of stomach upset/"hangover" remedies is increasing though, and is now at almost 50 per cent, whereas in most major categories it is only 30 per cent. Tablet products still account for 75 per cent of traditional antacids, with Rennie's taking 25 per cent and Setlers 14-15 per cent. Liquid preparations such as Gaviskon (with about 6 per cent share) and Asilone are doing quite well in chemists, but globally are small brands. It is perhaps a sign of the times that little manufacturer support is currently seen in this sector and there are few "me too" generics in the grocery sector.

Total OTC medicines — market shares and values					
Total OTC Medicines (£000s)	37,0550	100	42,4173	61.7	14
		%		%	%
Analgesics	90216	24.3	97721	23.0	8
Analgesic liquids	9279	2.5	11791	2.8	27
Cold treatments	39185	10.6	43915	10.4	12
Cough treatments	53958	14.6	62417	14.7	16
Stomach remedies*	46398	12.5	45952	10.8	-1
Vitamins and tonics	131514	35.5	162377	38.3	23
12m/e	Mar/Apr 89		Mar/Apr 90		Y-on-Y change
*This includes laxatives, anti-diarrhoea and indigestion remedies					

Total OTC — share of trade						
Total OTC (£000s)	370,550	424,173	14	81712	81486	80263
	%	%		%	%	%
Total chemists	65.4	64.4	13	65.1	67.7	64.7
Total drug	6.7	6.7	15	5.3	6.6	6.8
Total grocers	15.5	15.5	15	15.9	15.7	15.6
Others	12.4	13.3	-	13.7	10.0	12.9
12m/e	M/A 89	M/A 90	2m/e	N/D 89	J/F 90	M/A

Analgesics (including liquids) share of trade						
Analgesics (£000s)	99,495	109,512	10	19403	19230	19966
	%	%		%	%	%
Total chemists	71.4	72.4	12	73.6	74.1	75.3
Total drug	4.7	3.5	-17	3.0	3.4	3.0
Total grocers	20.9	20.3	7	21.1	19.8	19.0
Others	3.0	3.8	-	2.4	2.6	2.8
12m/e	M/A 89	M/A 90		N/D 89	J/F 90	M/A

BRAUN

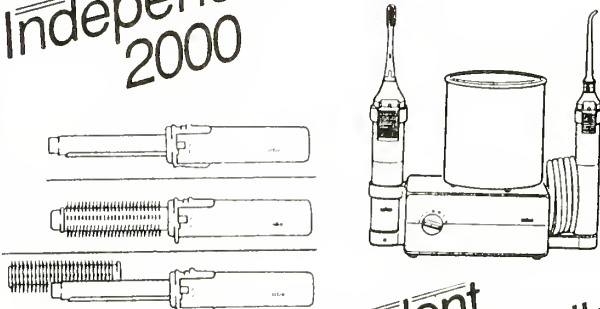
APPOINTED CHEMIST DISTRIBUTOR

medielite plc

TEL: 081-998 8833 FAX: 081-991 1152.

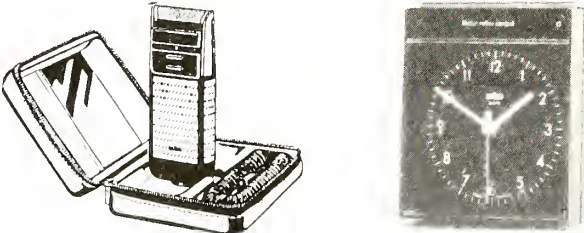
Haircare **Oral care**

Independent
2000



Independent
2000 energy cells

Shavers **Clocks**



(FOR A LIMITED PERIOD ONLY)

MEDIELITE ARE A NATIONWIDE CHEMIST DISTRIBUTORS OF SMALL ELECTRICAL APPLIANCES & PHOTOGRAPHIC PRODUCTS.

MEDIELITE = PROFIT PLUS

FLEETWAY WEST BUSINESS PARK, UNIT 6
14/16 WADSWORTH ROAD, PERIVALE, UB6 7JD.

TEL: 081-998 8833

Saying nothing to greater effect

Why are advertisements for medicines so boring, ask Paul Grubb and Dave Waters, partners in the agency Duckworth, Finn, Grubb, Waters? They created the award-winning Nurofen commercial, and in this provocative article they suggest ways of livening things up.

Millions of pounds are wasted each year on household medicines — not by consumers but by pharmaceutical companies. There are some huge, profitable brands, but companies are throwing money away by producing advertising that no-one notices. If only the advertising was as effective as the products.

It's not easy, it never is, and pharmaceutical advertising can be more difficult than most, with its own particular set of problems. Why is pharmaceutical advertising so dull? The products are no more dull than, say, an air freshener or catfood, but brilliant examples of creativity have appeared in both these categories.

Is it because the selling messages are too complex for such a blunt instrument as advertising? There is usually lots of information to impart about the products, while advertising needs a simple, clear focal point to stand any chance of being effective.

But, after all these years, advertising agencies have become pretty good at distilling complex messages down to a single focal point and our consumers are the most advertising literate in the world.

Then there's the restrictions. Advertising has strict rules and regulations, policed by the IVTA and IBA for television, and the Advertising Standards Authority for Press.

Pharmaceutical advertising has an extra hurdle — it also comes under scrutiny from the Proprietary Association of Great Britain.

Between them, we end up with rules like: you can't use humour (at least not if it's funny). You can't use pop songs. You can't use endorsements (at least not someone who's actually *qualified* to endorse the products) and you can't make product superiority claims (even if they're true).

"Nothing acts faster"

Well, that just about does away with the most common tools of creativity, so where do we go now? You suddenly begin to realise why we've been graced with such nonsensical lines as "Nothing acts faster" which led to the popular joke "Well, I'll buy nothing then."

This is what's known as a "top parity claim", which basically means you're only allowed to say that your products work equally as well as everyone else's, regardless of what your laboratories can come up with to prove otherwise.

In this environment can advertising make a difference and create change? Absolutely, but not if your advertising itself isn't any different. The main rule in advertising is that your advertisement must get noticed.

Advertising should be about trying to change things. After all, why spend a few million if you don't want something to happen? We certainly don't want to be responsible for spending £2 million of a client's money when the end result is no change!

In pharmaceutical advertising especially, few people seem prepared to stick their necks out and break away from what they know won't rock the boat, doing things the way



they've always been done "because it's worked in the past."

Akio Morita, founder of The Sony Corporation, says, "Creativity requires something more than the processing of existing information, it requires human thought, spontaneous intuition, and a lot of courage...."

That's right, change is uncomfortable because we haven't been there before and, until you appreciate that, you can't start to think about producing effective advertising.

So once you decide you want your advertising to make a difference, how do you start? As we've worked on analgesic brands, let's use the category as an example. Firstly, you get hold of all the other advertising in the category and look and listen. You won't be amazed, you won't be surprised. You'll be bored stiff, your mind will be numbed by the amount of remedies that are "easy to swallow", and "gentle on the stomach". If we, as interested parties, are bored stiff, what about the poor consumers?

They really don't want to know about your advertising, it's not why they switch the television on. You have to make them want to watch and you don't do that by parroting the same empty claims as everyone else. ("Say honey, that pill's 'fast acting' just like the one we saw last night, don't you think that's amazing?")

We went through this process when working on Nurofen but we were fortunate enough to have two very brave clients in Dr

Malcolm Phillips and Kevin Wilson at Crookes Healthcare. They quickly understood that anything you were actually allowed to say wasn't worth saying anyway.

So if everyone's tripping over their tongues, saying as much as possible without actually managing to say anything, what do you say to be different? Nothing, of course.

Then we looked at the visuals and what did we find? Lots of people in white coats, lots of products in clinical settings, lots of *real* people wincing or smiling (they must be real, no one could *act* that badly). It's all pretty patronising.

Visualise pain relief

We thought it was a fair assumption that people realise what painkillers do, so we wanted a way of visualising pain relief in a way that wouldn't require any words. We had a book about a 16th century Italian artist called Arcimboldo, who depicted faces by making a montage of human bodies.

We knew if we could recreate this effect, and what's more, make the bodies move, on film... that would be different. A totally silent film would have been different but a bit cold, so we thought about music.

Music's not a strong point of analgesic advertising (can you remember any of it?). We tried numerous soundtracks from records, but as old hippies, we both liked a Pink Floyd track with a girl screaming in time to music that was building to a climax, followed by a mellowing out, soothing vocal.

It didn't take a lot of imagination to see that it fitted the format perfectly, and since "Dark Side of the Moon" is probably the biggest-selling LP ever, it was a good bet we'd have some memorable music.

It could hardly be outlawed by the "no pop music" rule as it was going on 20 years old.

So with each element of the film, we set out to do something different, and when you put all the elements together you get a film that doesn't look anything like any other analgesic film. It had no words, just simple, "before and after", visuals. The fact that Nurofen is now top of *Marketing* magazine's advertising awareness charts for analgesics proves that sometimes you need to appeal to more than the logic in people.

Make something happen

The Nurofen advertisement also has something else that the other don't: The beginnings of a campaign — an idea that can be developed over a series of commercials to keep the idea interesting.

Intellectuals and marketing men can say "Yes, but it doesn't *say* anything." True, but sometimes the trick is managing to say nothing, more effectively than anyone else.

So if you want your advertising budget to have an effect, to make something happen, rather than maintain the *status quo*, look at what's around, and do something else. Doing something else is not the hardest part, making the decision to do it is.

BUSINESS NEWS

Sanofi's new centre

Sanofi UK Ltd have officially opened their new purpose designed centre for medical and pharmaceutical sciences in a ceremony performed by Professor Dame Rosalinde Hurley, chairman of the Medicines Commission.

The unit represents a £4.5m investment for the company, which has business interests in human healthcare, bio-activities, perfumes and animal health. It is both an expansion and a consolidation; before the new unit the company had no bio-analytical facility and its research activity was spread over a number of buildings.

Now the company's Wythenshawe, Manchester site has become one of the Sanofi group's specialist centres in Europe, developing prescription medicines for the UK and participating in projects to provide evidence for marketing authorisation applications.

Mr R.A. Wing, chairman of Sanofi UK commented: "A UK produce licence is the starting point for many of the markets that Sanofi UK serves."

Lagap Pharmaceuticals Ltd of Woolmer Way, Bordon, Hants, have new telephone and fax numbers. These are: tel (0420) 478301; fax 474427.

Latest figures from the Article Number Association show that 5,037 stores are scanning EAN symbols at point of sale. This represents an increase of almost 2,000 since last Summer. ANA says the top five retailers by number of scanning terminals are: Boots, Sainsburys, Tesco, Asda and Kwik Save.

Unichem have published a booklet advising pharmacy shareholders to increase their purchasing levels from Unichem and support the company's agencies and exclusive promotions. In this way pharmacists can strengthen the company's financial position in the run-up to floatation, say Unichem.

Seton take the plunge with £8m SE float

Seton have gone public with the flotation of £8.45m worth of shares on the London Stock Exchange. The move is to allow the company to make acquisitions, reduce borrowings and expand its business activities. The flotation price has been set at 130p putting a value on the company of some £23m. The price earnings multiple at the placing price is 12.8 times.

The 6.5 million 10p ordinary shares represent around 37 per cent of Seton's share capital. Of these, some 1.7m are being sold by existing shareholders and £4.8m are new shares. Following the placing the directors and their

families own 37 per cent of the enlarged issued shared capital.

After payment of expenses the floatation will raise approximately £5.7m. Dealings in the shares are expected to begin on Monday.

Seton's healthcare division, which manufactures a range of health care products including the Tubigrip bandage range, turned over £23.3m for the year ended February 28, while turnover for the whole company was £27.2m. However, pre-tax profits for the year after deductions for interest payments were just under £2.2m. A spokesman said that gearing was about 36 per cent.



With retail price maintenance likely to be reviewed by both the OFT and the EC, the Proprietary Articles Trade Association (PATA) have appointed their first woman president, Nicola Dudman of Nicholas Laboratories Ltd. Attending this year's AGM were (clockwise, from centre of top table) council members Ms N. Dudman; Mr G. Harraway, director; Miss J. Ramsden and Miss A. Dempsey (PATA secretaries); Mr A. Bush, Boehringer Ingelheim Ltd; E.H. Thornton, immediate past president; D.P. Mulholland, vice president wholesales section, Graham Tatford & Co Ltd; J.D. Thomas; J.C.N. Wilford; G.W. Herdman; P.S. Hawkins, Whitehall Laboratories; P.M. Worling, AAH Pharmaceuticals Ltd; J.R. Marshall; D. Daykin, Smith & Hill (Chemists) Ltd; R.A. Daykin, treasurer, Smith & Hill (Chemists) Ltd

Sunday law on trial

Sunday trading litigation continues with a High Court battle between the Stoke-on-Trent and Norwich City Councils and the B&Q DIY stores at Festival Park, Hanley and Wetwick Street Norwich.

In the B&Q cases Mr Stuart Isaacs, opening for the councils, told the High Court that a defeat for them would make the enforcement of Sunday trading laws in England and Wales impossible in practical terms. He said the case was the first in which a superior court had to determine the issues arising from the European Court ruling last November.

At the centre of the legal row is Article 30 of the Treaty of Rome which prohibits "quantitative restriction on imports" between member states. B&Q's argument is that, by not trading on Sunday they would permanently restrict their turnover, forcing them to reduce the quantity of orders from their suppliers in other EC states.

Last November's ruling by the European Court in the case of Torfaed Borough Council vs B&Q said that Sunday trading restrictions were potentially incompatible with article 30 unless the restrictions had an objective which EC law regarded as justified. In effect, the court told UK courts to decide whether there was any other way in which the objectives of the Shops Act could be achieved without general closing on Sundays.

B&Q is arguing that local authorities must call expert evidence in every single Sunday trading prosecution, but Mr Isaacs said this would make the law incapable of enforcement. A "case by case" approach to Sunday trading was not what was envisaged by the European Court, he said.

"At the moment you have the ridiculous situation where the Shops Act is the law in relation to B&Q in Swansea, Cwmbran and Bradford, where convictions have been obtained, but it is not the law in Croydon."

COMING EVENTS

NPA course reminders...

August 17 is the closing date for enrolment on the National Pharmaceutical Association's dispensing technicians correspondence course. The course commences on September 3.

The syllabus for the two year course covers that for the Society of Apothecaries examination; the enrolment fee is £405. Subjects covered include pharmacy law and ethics, human physiology, microbiology, dispensing procedure, and actions and uses of drugs. There is a compulsory one-week Summer school between year one and two for which an additional fee is payable.

The course is open to students over the age of 17 with at least one year's experience in retail pharmacy. The NPA points out that distance learning is not easy and that students will need five hours a week study time.

Application forms are available from the Training Department at the NPA (Tel: 0727 32161 exts 247 or 248) and should be returned by August 17; no late enrolments are accepted.

...and Autumn courses

The National Pharmaceutical Association are offering a number of courses for pharmacist and managers in the Autumn.

Three day courses are planned for Edinburgh (October 2-4), Aberdeen (October 9-11), York (October 16-18) and Ipswich (November 6-7).

For pharmacy assistants, courses on fragrance selling will take place in Newcastle, Leeds and St Albans on Oct 2, 3 and 5.

Details from the NPA (Tel: 0727 32161) with details of Scottish courses from Sheila Elliot on 041-221 1235.

Tolley Conferences. "Selling a family company", one-day conference at the London Press Centre on September 20. Details from Heather Johnson on 081-686 9141.

IBC Technical Services. "New horizons in dermatology — recent breakthroughs and likely developments in the 90's", conference in London, October 1-2. Details: Renata Duke on 071-236 4080.

The Retail and Distributive Security Association. Conference and exhibition of security and installation equipment, NEC, October 2-4. Information from Malcolm Sheppard at Batiste Exhibitions on 081-340 3291.



Unipath managing director Tom Floyd is presented with the Queen's Award for Export Achievement by the Lord Lieutenant of Bedfordshire, Colonel H.C. Handbury, in recognition of the ten-fold increase to £10m in diagnostic kit exports achieved between 1986 and 1989. Unipath products are now sold in 33 countries with recent successes in the Far East. Eastern Europe is next with an East German distributor possibly signed up this week.

WHO develop tropical cures

The World Health Organisation is to set up an "industrial-style" product development unit to specialise in research into tropical diseases.

Industry has been pulling back from this type of research as most of the 500 million people affected with diseases like malaria and sleeping sickness, cannot pay the costs of expensive new drugs, says WHO.

The unit will be part of the Research Programme on Tropical Diseases (TDR) and its aim will be to help turn selected products of research into deliverable disease treatment and control tools.

It is hoped that the PDU will help forge links between TDR and industry, which is co-operating by offering data and compounds to TDR for preclinical testing against tropical diseases, says WHO.

Smithkline Beecham have sold their Göttingen factory in Germany to the Allpack Group of Waiblingen, who are active in the field of contract packing for the pharmaceutical industry. They have paid DM14 million (£4.7 million) for the works. The sale will be effective from August 1, subject to agreement by the US Federal Cartel Office.

IN THE CITY

Continued hopes concerning an early entry by Britain into the European exchange rate mechanism (ERM) have kept share prices firm on the London stockmarket. The Government's fluid stance on the ERM has also helped sterling to make strong gains against the German mark and the US dollar.

Unusually, the currency factors have had little impact on the pharmaceutical sector in the past few weeks. Traditionally when sterling strengthens, the health and household sector weakens as a dearer pound translates into lower profits for Britain's export-led drug companies.

One reason is that big blue-chip companies like Glaxo and Smithkline Beecham have been in demand, particularly from US investors. The pharmaceutical sector in the US has seen a strong rise this year, outperforming the American market by about 15 per cent. This is having a beneficial effect on London as US investors turn their attention to big British companies.

But Wellcome is an exception since the market changed its mind about the prospects for its AIDS drug, Retrovir. Analysts are now not as sanguine about Retrovir's contribution to the Wellcome's profits as they were earlier, because dosage levels in the US have fallen sharply over the last six months. Earlier this year the company also cut Retrovir's price by about 20 per cent.

As a result, analysts have recently slashed their profit forecasts for this year and next — a move which has prompted a sharp fall in the shares price. Warburg Securities, the company's broker, has cut its pre-tax estimate for this year from £360m to £345m. Next year's forecast has been lowered from £485m to £430m.

Shares in Macarthy, the pharmaceutical wholesaler, have also seen a severe correction. A month ago the shares were buoyed by some bid interest thanks to the £23m acquisition by Lloyds Chemist of Cross & Herbert, the Southern-based chemist and drug store chain. The deal helped to focus investors' attention on Macarthy's own 186 strong chain.

But in the past two weeks there has been a reversal of the trend and the shares have come back by about 40p. One theory is that the company will announce a bad set of interim figures next week. Another rumour is that there is an overhang of shares in the market. A large institutional shareholder is thought to be considering a sizeable disposal.

Low cost reps' computers

Epson have introduced a low cost entry sales force computerisation package, in conjunction with software house Microcompass.

Daybreaker has been designed to provide smaller companies, small sales divisions and companies in the market for an off-the-shelf system with portable terminals which will interface with mainframes.

The Retail Sales Index jumped 8 per cent to 139 (1985=100) in May, while for pharmacies, excluding national health receipts, the rise was as high as 9 per cent.

Meanwhile, sales volume statistics show that in March to May sales were 0.5 per cent more than in the preceeding three months, after seasonal adjustment.

The system uses Epson PX-4 and PX-4+ range of portable computers in the field, which can communicate via an auto-dial modem to a central computer holding sales management and centralised stock details. The software is a modified version of the established Microcompass ROTA sales system, which was designed for larger sales forces.

The Daybreaker system is being targeted at sales forces selling to all types of retail outlets, including pharmacists.

Electronic mail facilities on the system allow two way messaging so that head office and the reps can keep in regular contact.

The company says that a typical small sales force can be computerised from £3,000 upwards per salesman.

CLASSIFIED

Post to Classified Advertisements, Chemist & Druggist,
Benn Retail Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.
Tel Tonbridge (0732) 364422. Telex 95132. Fax: (0732) 361534
Ring Jason Gallucci Ext 2472 for further information
Publication date Every Saturday
Headings All advertisements appear under appropriate headings
Copy date 4pm Tuesday prior to publication date.

Cancellation deadline 10am Monday prior to publication date.
Display/Semi Display £17.90 per single column centimetre, min 30mm
Column width 88mm.
Whole Page £1790.00 (250mm x 180mm) Half Page £930.80
(130mm x 180mm) Quarter Page £465.40 (130mm x 88mm)
Box Numbers £5.00 extra Available on request.
All rates subject to standard VAT.

APPOINTMENTS

AGENTS REQUIRED BABIN (UK) LTD

Due to expansion, an established European company now requires agents within the United Kingdom.

Targetting the Chemist sector, you will be distributing a unique range of baby products.

With an existing client base you will have the potential to establish a leading European Brand Name within the UK market.

Our extensive range of products all conform to British Standards.

High commission PAID.

If you feel you have the qualities and commitment to succeed please contact:

**MR JOE BARNES MANAGING DIRECTOR, BABIN (UK) LTD
2 TATLING GROVE, WALTON ROAD, WALNUT TREE
MILTON KEYNES MK7 7EQ
TEL: 0908 675062**

CHEMIST & DRUGGIST

DO YOU ENJOY WRITING?

...then put your talents to the test through a career in pharmaceutical journalism with Chemist & Druggist.

Writing ability is only the start however: you must have a keen interest in all matters concerning the profession, from the science and products to the politics and business management.

You must also have an inquiring mind and a keen sense of what is 'news'. In journalism you will both satisfy your curiosity and broaden your horizons. Recently qualified pharmacists will be considered but candidates should have had some experience since registration.

C&D is located in modern offices in the centre of Tonbridge, Kent and the company offers excellent conditions of employment.

To find out more, write with current salary and cv to
J. Skelton MPS, Editor, Chemist & Druggist: Benn Publications Limited,
Sovereign Way, Tonbridge, Kent TN9 1RW.

Benn

AGENTS

AGENTS

Established agents required for London and Birmingham areas to sell

UMBERELLAS

Please contact

John Runacres

LANTEX UMBERELLAS LTD

22-23 PRINCES STREET

LONDON W1R 8AJ

TEL: 071-493 9262

BUSINESS OPPORTUNITIES

A SHORTLINE WHOLESALER WISHES TO EXPAND BY ACQUISITION
OF OTHER SIMILAR WHOLESALERS DEALING IN ANY OF THE
FOLLOWING:-

CHEMIST SUNDRIES; PARALLEL IMPORTS; GENERICS; AND OTHER
PHARMACEUTICALS

PLEASE REPLY IN STRICTEST CONFIDENCE TO
BOX C&D 3364

SHOPFITTINGS

NORDIA
PHARMACY PLANNING



Approved

*SPECIALIST SHOPFITTING
AND DESIGN FOR TODAY'S
PHARMACIST*

COMPETITIVE PRICES - NATIONWIDE SERVICE - INCREASED TURNOVER - SHOWROOM

YORKLINE SHOPFITTERS LTD

Nordia House

Seacroft Industrial Estate • Coal Road • Leeds • LS14 2AW

Telephone: (0532) 734721; Fax: (0532) 651387

LABELLING SYSTEMS

6/90

**John Richardson
Computers Ltd**



No1

- ▶ In Pharmacy Labelling
- ▶ In Auto-order Stock Control
- ▶ In Customer Service
- ▶ In Ongoing Development

For Accurate and Reliable Drug Interactions and Patient Records

FREEPOST, Preston PR5 6BR Telephone: (0772) 323763

LABELS

RIVIERA SHOPFITTING
and DESIGN



SPECIALISTS IN DESIGN,
MANUFACTURE AND
INSTALLATION OF
SHOPFITTINGS AND
DISPENSARY UNITS
FOR THE RETAIL
PHARMACIST

0803 296266

UNITS 2 & 3, 1 ALEXANDRA LA, ELLACOMBE, TORQUAY, DEVON, TQ1 1JD

QUALITY LABELS

**DELIVERED IN
14 DAYS**

OR NO CHARGE!
That's the
PARK PRINTING PLEDGE

**PARK
PRINTING**

PARK PRINTING 183 GREAT HOWARD ST
LIVERPOOL L3 7DL FAX: 051-298 1432
051-298 1828
OFFER APPLIES TO U.K.
MAINLAND ONLY

LABELLING SYSTEMS

ORALABEL PC

"The Ultimate in pharmacy systems..."

- Versatile, uncomplicated labelling.
- * Quickly updated patient records.
- * Full BNF warnings * Latin dosages.
- * Accurate Interaction Monitoring
- * Complete systems or software only.

For leaflets or a demonstration, phone or write

IDC

Computer Systems Limited

Village Workshops, Prestwich, Manchester, M25 8WB
Tel: 061 773 7909

FREE
12 MONTHS
MAINTENANCE
OFFER

**To reply to an advertisement
featuring a box number please
follow the procedure outlined
below**

1. Write to the contact person mentioned in
the advertisement including all personal
details of relevance to the advertisement and
quoting the box number to which a reply is
being made.

2. Enclose your reply in an envelope
addressed to the contact person and box
number at

CHEMIST & DRUGGIST CLASSIFIED
Benn Retail Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW

Your reply will then be forwarded to the
advertiser concerned.

STOCK FOR SALE



Distributors of Fine French Fragrances

As more and more Retailers have realised A&G imports can offer one of the most comprehensive ranges of Fine French Fragrance in the UK.

In an area now accounting for an increasingly high percentage of sales in retail pharmacy, we endeavour to offer all the advantages of handling the agency lines without the many restrictions manufacturers may impose.

If you would like further information on how you can benefit from being supplied by A&G Imports or would like a visit from one of our Salesmen please phone: 0628 810404.

SUMMER SPECIAL

SAVE 10%—25% OFF OUR NORMAL PRICES ON THESE TOP SELLING ITEMS

ESTEE LAUDER

	RSP	COST	QTY
Alliage 15ml sports Spray	12.50	8.00	<input type="checkbox"/>
Beautiful 30ml EDP Spray	30.00	21.60	<input type="checkbox"/>
White Linen 60ml EDP Spray	34.00	22.95	<input type="checkbox"/>
Knowing 50ml EDP	42.00	29.50	<input type="checkbox"/>
Estee 14ml EDP Spray	13.50	9.25	<input type="checkbox"/>
Cinnabar 50ml EDP Spray	27.00	18.25	<input type="checkbox"/>
Private Collection 50ml EDP Spray	42.00	26.75	<input type="checkbox"/>

PRESTIGE & COLLECTION

	RSP	COST	QTY
Anais 50ml EDT Spray	21.00	12.95	<input type="checkbox"/>
Anais 30ml EDP Spray	21.00	12.95	<input type="checkbox"/>
Lou Lou 50ml EDP Spray	23.95	14.75	<input type="checkbox"/>
Lou Lou Deodorant Spray	10.95	6.75	<input type="checkbox"/>
Cacharel 50ml Aftershave	15.95	8.95	<input type="checkbox"/>
Drakkar 50ml EDT Spray	18.50	9.95	<input type="checkbox"/>
Paloma Picasso 20ml EDP Spray	27.50	16.85	<input type="checkbox"/>

JUST ARRIVED JOAN COLLINS SPECTACULAR

	RSP	Special Price
50ml EDT Spray	£22.50	£12.50

ARAMIS

	RSP	COST	QTY
Aramis 120ml Aftershave	23.00	14.65	<input type="checkbox"/>
Aramis 60ml EDC	19.00	11.95	<input type="checkbox"/>
900 50ml Aftershave	16.50	10.50	<input type="checkbox"/>
Tuscany 50ml Aftershave	17.50	9.85	<input type="checkbox"/>

CHANEL

	RSP	COST	QTY
No.5 100ml EDT Spray	42.00	27.95	<input type="checkbox"/>
No.5 7ml Parfum	38.00	25.50	<input type="checkbox"/>
No.19 100ml EDT Spray	42.00	27.95	<input type="checkbox"/>
Coco 60ml EDP Spray	46.00	29.95	<input type="checkbox"/>

THIS IS JUST AN EXAMPLE OF THE MANY OFFERS AVAILABLE AND IS IN ADDITION TO ANY PROMOTIONS CURRENTLY AVAILABLE FROM A&G IMPORTS

A & G Imports Limited

Unit 11, Treadaway Technical Centre, Treadaway Hill, Loudwater, High Wycombe, Buckinghamshire HP10 9RS
Telephone (0628) 810404 Telex: 846901 AND G. Fax: (0628) 810225

Terms & Conditions

1. A delivery charge of £5.00 will be made on all orders supplied under £200 + VAT
2. All orders will be confirmed by telephone before shipment.
3. Payment strictly C.O.D.
4. All claims to be made within 5 days of receipt of goods.
5. We reserve the right to limit quantities.
6. All orders subject to availability — no 'to follow'.
7. Due to price changes made by manufacturers we reserve the right to change prices stated.
8. The goods remain the property of A & G Imports Limited until payment is received in full and we reserve the right to uplift goods in the event of non-payment.

Name _____ Address _____
Tel. No. _____

ABOUT PEOPLE

C&D's Mytton wins top prize

Doug Mytton, assistant advertisement manager of *Chemist & Druggist*, hit top form at the Food Brokers-Chemist Brokers Annual Trade Golf Day at the RAC Country Club, Epsom, on June 28.

Playing off a 15 handicap, Doug scored 43 points on the Old Course in the morning and 42 points on the Coronation Course in the afternoon to win the Freda Cracknell Memorial Trophy for the best overall score of the day.



Doug (left) receives the trophy from Food Brokers chairman Desmond Cracknell

The show goes on

The Young Variety Club of Great Britain's production of the musical "Annie" (*C&D* June 16, p1090) was so well received that the cast have been offered the use of the Dominion Theatre, Tottenham Court Road, for one night to repeat the production.

The original performance raised over £10,000 for charity and anyone interested in obtaining tickets should call 071-487 4440.



Ivybridge pharmacists Mike Smith (left) and David Wood (right) present a consignment of medicines and baby supplies to John Songer of the Compton Romanian Relief Trust

Pharmacists help Romanian orphanage

An approach by a local charity to supply dressings for Romania started the ball rolling for two Ivybridge pharmacists.

For Mike Smith and David Wood then had the idea to contact various pharmaceutical companies and ask them to donate drugs and other much needed supplies. Among the companies only too

happy to oblige were Cupal, Berk, Wellcome, and East Midland Toiletries, who between them came up with the medicines and utensils.

John Songer received the goods on behalf of the Compton Romanian Relief Trust, who have since despatched the consignment to an orphanage in Cluj.



This group of pharmacists won a Panadol competition offering a holiday plus two tickets to the World Cup final and left from Heathrow with Sterling Health's Roger Beazer (front row, far right) and Mervyn Hicks (front row, fourth from right) who organised the competition

Appointments

Lloyds Chemists have appointed Mr Richard J. Steele as group finance director. He was group finance director of Midsummer Leisure.

Boots plc have appointed Sir Christopher Benson as chairman. He replaces Mr Robert Gunn, who retires at the annual meeting on July 26.

The Jenks Group have appointed Paul Southgate as national field sales manager, with responsibility for five sales divisions. Malcolm Haddock has been promoted to Mr Southgate's previous position of south east divisional sales manager, and Kevin Brennan has been appointed as sales manager of the north east division.

Windsor Pharmaceuticals Ltd have appointed Andrew Dixon as marketing manager — consumer products (Uvistat, Dulcolax, Laxoberal, Enterosan, Woman Kind). He joined Windsor three years ago as a product manager.

Wella AG, Germany, have appointed Gunder Glaab, chairman and managing director of Wella Great Britain, as deputy member of the board, effective January 1, 1991. His successor in the UK will be Dr Heimer Guertler.

AAH Pharmaceuticals Ltd have appointed Karen Riley as chemist sales representative for Merseyside, North Wales and the Isle of Man. She will be based at the Speke branch.

Unichem have appointed Nicky Binnington as territory salesperson covering the Walthamstow branch, and Cris Naismith as territory sales person covering the Hinckley branch.

DEATH

MULDREW, Thomas Frederick: The death took place on July 5 of T.F. Muldrew, PhD, MPS, Down Perfumery, 35 Market Street, Downpatrick. Dr Muldrew owned the long established business of John Clarke & Co which was carried on for many years from Donegal Square and recently moved to 18 Cregagh Road, Belfast. Dr Muldrew is survived by his wife Sandra.

Profitable products for beauty buyers.

The Chemex collection - companies
from the UK and Europe, present you
with new and established beauty
products.

For the discerning buyer of cosmetics,
perfumes and toiletries, there is only
one natural line to take

N°8

Chemex 90

L O N D O N

The sweet smell of success

*Clip the coupon and
send it to us for
your complimentary
invitation*

Please send invitations for Chemex

Name

Position

Company

Address

CHEMEX '90

National Hall, Olympia - London September 23rd/24th 1990

MGB
EXHIBITIONS

Alternatively, call us on 081-302 7215

Chemex MGB Exhibitions, Marlowe House

109 Station Road, Sidcup, Kent DA15 7ET

Health & Beauty

See,
compare and select
profitable lines,
and new launches.
Stay ahead of your
markets and
your competitors

Time at Chemex
is the Essence

Sponsored by
CHEMIST &
DRUGGIST

Milupa delivers



more sales



at all times.



Milupa outsells every other babyfood company in chemists.⁽¹⁾

That's because brand leader Milupa offers exactly what you and your customers want.

A wide variety of delicious, wholesome meals made entirely from top quality ingredients with no artificial colourings, flavourings or preservatives.

Milupa Infant Foods are clearly divided into Breakfasts, Dinners, Desserts



and Tea-time savouries to make merchandising easy and to ensure baby's mealtime routine fits in with the rest of the family's.

So it's no wonder Milupa delivers more sales. Time and time again.

milupa[®]

Milupa babyfoods. The one taste little experts agree on.

(1)Source: A.C. Nielsen, total babyfoods £ market shares March/April 1990, total pharmacies (excl. Boots)

See your representative or ring our Sales Department on 081 573 9966. Milupa Ltd, Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE.